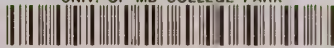


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NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

JANUARY • 1947

VOL. 4 NUMBER 11

SUPPER MONEY INCREASED

Effective January 1, 1947 the amount of dinner money payments to employees was increased from \$1.25 to \$1.50, it was announced by John H. MacDonald, Vice-President in Charge of Finance.

Dinner money is paid, on advance approval from a Department Head, to those employees who work two hours or more beyond their normal full time schedule on any day.

This payment of dinner money is made by the Company to cover eating expense and is in addition to the overtime pay earned.

NBC CHORUS TO BE PERMANENT

The NBC Chorus, over its initial growing pains after giving its first recital at the Christmas Open House, is now ready to settle down to some serious work. Under the direction of Jim Kovach, music director in Production, the group of fifty-odd men and women have prospects of doing guest appearances via radio or television.

Weekly Wednesday night rehearsals are planned and the singers are determined to make the NBC Chorus worthy of the Company that sponsors it. Only draw-back at present is a scarcity of tenors, which has compelled the director to swell the tenor ranks with second altos. Company tenors who have not made themselves known are invited to contact Jim Kovach for an audition.

RECORD FOOD SALE

With the food crisis passed and meat fairly plentiful again Employee Services is winding up its grocery business. Between October and December, 1908 cans of chicken and turkey were sold! Curried, creamed or plain, it was a real lifesaver during those meat-scarce days. Thanks are definitely due to an NBC Good Samaritan, Tommy Tart of the Mail Room, who made the sale possible.

GRIEVANCE PROCEDURE SET UP

Knowing that most misunderstandings can be satisfactorily resolved by talking them over, the Company has provided a step-by-step method for handling grievances. The procedure, which will appear in the employee manual, *NBC and You*, is intended for those employees whose working conditions are not governed by contract.

Misunderstandings or grievances, in the majority of cases, can be settled by discussion with the immediate supervisor, since he is the person most familiar with the employee, his job and his associates. However, the employee may present his case to other levels of management right up to the top.

If the problem is not resolved with the supervisor, it may then be presented in succession to the Personnel Coordinator or Department Head, a member of the Personnel Department, the Personnel Director, the Vice-President in Charge of Finance, the Executive Vice-President, and, finally, the President.

This new procedure emphasizes the present policy of encouraging employees to discuss freely any and all problems.

YEAR END REPORT AVAILABLE IN GENERAL LIBRARY

The Year End Report of the National Broadcasting Company, its Departments and Stations, is available for reading in the General Library. The massive document contains statements from Niles Trammell and Frank E. Mullen, as well as meaty recapitulations of the activities of each department throughout the year.

The Year End Report is a fascinating document which employees will find most informative. The General Library, Room 274, is now open from 9 a.m. to 6 p.m. for the convenience of those who cannot use its facilities during working hours. A quiet reading room is also available for special study.

BLUE CROSS ENROLLMENT PERIOD OPENS WITH ADDITIONAL SURGICAL BENEFITS

The Associated Hospital (or "Blue Cross") Plan has assigned the period between January 6 and January 17 for new and changed enrollments, effective February 1. The Blue Cross has also announced that beginning January 1, all those enrolled in the NBC Plan will be entitled to increased surgical benefits at no extra cost.

EMPLOYEES INVITED TO ANALYZE TELECASTS

NBC's Television Program Clinic recently conducted audience reaction tests of two football telecasts sponsored by the Goodyear Tire and Rubber Company of Akron, Ohio.

Participants in the test, who were invited via Guest Relations, viewed the Army-West Virginia game of November 2 and the Army-Pennsylvania game of November 16. Viewers were seated in front of two television receivers and, after introductory remarks by the test director, were afforded the opportunity of watching the game in question. At the conclusion of the viewing period, respondents indicated their reactions to the telecasts by filling in questionnaires and participating in discussions of the programs.

The Television Program Clinic, conducted by Ed England, continues as one of the projects of the Television Section of the Research Department and invites NBC personnel to its sessions.

Staff members wishing to participate in one of these sessions are advised to contact Ed England or Mildred Schmidt on Extension 207.

PERSONNEL DEPT. LOOKS FOR APPLICANTS

With mid-year graduations taking place in schools and colleges throughout the New York area, the Placement Division of the Personnel Department is hoping to recruit applicants for junior clerical and secretarial jobs. Employees knowing eligible graduates who are interested in starting careers in radio, should call Extension 363 for appointments.

The new dividend has two important features. First, payments of benefits granted under the surgical plan will be raised on an average of 22%. The second relates to members with a family income of \$2500 or less. For persons in this category, more than 11,000 doctors in this area have agreed to accept payments under this revised schedule as their complete payment for services rendered.

The new allowances will pay a participating physician's bill in full for surgery, fractures and dislocations and provide for periods of after-care, if you are single and your total annual income does not exceed \$1800—or if you are married and your total annual family income does not exceed \$2500. If your income exceeds these amounts he may ask you to pay the difference, if any, between the United Medical Service allowance and his usual fee. These provisions are in accordance with present arrangements with 17 county medical societies in the New York area.

It is important for those who are at present enrolled and who wish to change their type of coverage (i.e. Individual to Husband and Wife or Husband and Wife to Family plan) to note that the "waiver of waiting periods" does not apply to a spouse or other person who becomes a new subscriber to the plan as a result of a change of contract. Also, the waiver of the waiting period for Maternity benefits does not apply in instances where Individual subscribers or Husband and Wife subscribers change to the Family plan. The waiver of all waiting periods applies only to the contracts issued to new employees during the first month of employment or to those contracts in effect as of February 1, 1946.

Anyone wishing more complete information on hospitalization should contact Employee Services, Room 508, Extension 446.



CORINNE PEARSON, *Editor*
LUCILLE SHARP, *Managing Editor*

IF WISHING MADE IT SO

Employee Services has made big resolutions for 1947—and it intends to keep them! Just as in the past year, its four eager members will strive to ease your worries, service your wants and reason your whims.

Employee Services has a lot of wishes, too. It wishes it had ample space to seat its many visitors in solid comfort. It wishes it had a change machine to automatically reduce dollar bills into nickels and dimes for the milk and candy canteens. It wishes RCA would invent an automatic bulletin board dresser and an electronic device that would give time a two-way stretch, thus making room in each day and week for all the things they'd like to do for you. It wishes *Chimes* could be fourteen pages of scoops and never more than a week late. It wishes... well, Employee Services wishes YOU the happiest of Happy New Years!

A MESSAGE FROM THE PRESIDENT



Niles Trammell

Poor Richard once said, "Dame Experience keeps a hard school but fools will learn in no other." However, when you hear one of us old-timers say that we learned about broadcasting "the hard way," don't judge us too harshly. We had no choice of schools or teachers. Whatever we learned about broadcasting in the early days we had to learn by the trial-and-error method.

Things are different now. There are short-cuts to a broadcasting education, made available by tapping the generation of experience that has been built up in the broadcasting industry and in NBC.

Important among these short-cuts are the various employee training programs that have been established by the Company—the Orientation Classes, the recently organized Training Squad, the training provided for apprentices and announcers, the conference of Personnel Coordinators and other new training projects which are being planned and will be announced from time to time. There is also the tuition payment plan, whereby the Company will defray the tuition (up to \$50 a semester) of an employee taking an approved outside course of study that will directly enhance his value to himself and to NBC. All of these are designed to give each of you the opportunity to contribute all that you can to the progress of the Company and to advance as rapidly as possible.

In these days when there is a great deal of talk about the "security" of the individual, it is well to remember that no job can furnish any greater security than the security of the organization which provides the job. The best security an employee can forge for himself is competence in his work, and the confidence and respect of those with whom and for whom he works. An organization made up of men and women who have achieved that kind of security for themselves is one where jobs are the most likely to be secure.

PROMOTIONS

Eugene Alexy is now an Outgoing Mail Clerk, a promotion from Messenger-Clerk in the Mail Room.

Howard Bayha goes from Page to Control Desk Clerk in Guest Relations.

John Bloch has been promoted from Secretary in Production to Supervisor of the Central Booking Office in Program.

Norman Cash goes from Program Director to Salesman in Radio Recording.

John Chapin has been promoted from Control Desk Clerk to Assistant Supervisor of Page Operations in Guest Relations.

John Curran goes from Control Desk Clerk to Control Desk Supervisor in Guest Relations.

Vivian Dennis won a promotion from Typist-Clerk in Guest Relations to File Supervisor in Station Relations.

Hervey Deragon is now a Stock Clerk in Engineering, a promotion from Messenger in the Mail Room.

Kenneth Derby was promoted from Page-Deskman to Control Desk Clerk in Guest Relations.

Josephine DiMarco was promoted from Continuity Typist to Dictaphone Operator in Stenographic.

Henry Frisch has been promoted from Electrician to Assistant Chief Electrician in General Service.

Marilyn Glaser goes from Messenger-Clerk to Receptionist in Network Sales.

Marge Humpfer has left Station Relations, where she was File Supervisor, to be a Recorded Program Builder in International.

Edward King goes from Associate to Staff Director in Production.

George Knaus has been upped from Outgoing Mail Clerk to Postoffice Clerk in the Mail Room.

Richard Kromer has left Guest Relations, where he was a Page, to be a Music Library Clerk in Program.

Vincent Mitchell is now Night Secretary in Program, a promotion from Assistant Supervisor of Page Operations in Guest Relations.

Thomas O'Brien goes from Junior to Senior Announcer in Program.

Harold Ritchie, former Chief Order Clerk, is now Senior Record Clerk in Engineering.

William Ryan has been promoted from Stock Clerk to Express Clerk in General Service.

Mario Silveira has been promoted from Intermediate to Senior Writer-Announcer in International.

Robert Wogan has been upped from Night Secretary to Night Announcing Supervisor in Program.

SERVED & RETURNED

Fred McKinnon has resumed his duties as Apprentice Electrician in General Service after a year-and-a-half of Army experience. He studied at an Air Force radio school and later taught new students radio fundamentals. Fred started with NBC as a Messenger in 1942 and went into the Army in August, 1945.

Roylance Sharp is now a Correspondent in Information. He was in the Army and put in his duty as a T/5 in Japan. Roy has been with NBC since 1939, when he started as a Guide. He was in the Traffic Department before his induction.

YEARLY PHYSICAL EXAM RECOMMENDED

That time-worn but still honored epigram about the "ounce of prevention," is one of Dr. Handler's favorites. As the Company physician, Doc would be delighted if no one ever had to use the Health Office's elaborate and up-to-date facilities. He envisions a Utopia where the only reason a person drops into the Health Office is to say hello.

Right in line with this theory Dr. Handler recommends that everyone have a yearly routine physical examination. In addition to special consultations, the doctor will be glad to give physical examinations to any employee who requests them. Appointments can be made by calling the nurse in charge on Ext. 322.

LET'S BUY THAT DREAM!

Day-dreaming pays dividends when each dream is built on something substantial—like a good tall stack of U. S. Savings Bonds. Sign up for Security—sign up for regular purchase through payroll savings.

CHIMES HAS A RIDGEWOOD PHONE

A former member of our staff called the Editor's attention to a small item in Danton Walker's "Broadway" column in the Daily News. It tickled more than our palate and set us to wondering how widespread our paper's influence is, anyway! Said the item: "If you don't mind a 15-minute ride from the George Washington Bridge to get a southern fried chicken or a planked steak that is out of this world, try the *Chimes* on Route 17. It has a Ridgewood phone."

"WELCOME TO NBC"

G. R. Ticket Division Opens Our Studios to Over Two Million

Dear Sir:

At your convenience I would appreciate 2, 4 or 6 tickets to any or all Broadcasts during the coming year or even one.

The City of Newark has 9000 Civil Service Employees and any time you wish to fill a studio broadcast send me the tickets and I will give them to the City Employees intelligently.

Penned on lined yellow paper by an old-timer who described himself as "60 years old, married 34 years and a grandpa," this letter is typical of those delivered to the Guest Relations Ticket Division. In 1945, 1,973,455 tickets were distributed. In 1946, the number increased to 2,001,135. And of this number, 11,763 tickets went out by mail to people like the old gentleman quoted above. Filling such requests has resulted in cementing friendships with NBC's broad listening public.

Actually, ticket distribution isn't as easy as it sounds. Seats for our popular shows are limited and NBC has control over only 30% of the studio capacity. The agencies handling the broadcasts receive the remaining 70%. This means that with our allotment we must fill not only the requests of our listeners, but those of departmental business contacts and employees.

Tickets to our programs are handled by five attractive young women (see cut)—Helen Clarkson, Rosemary Frasier, Alice Kennell, Muriel Morgan and Joyce Lester. All of them came up through the Guest Relations ranks and have had first class experience in handling people. So, in spite of the fact that there are never enough tickets for all the people who want them, the girls do their jobs with marvelous good humor.

Helen Clarkson, who heads the Ticket Division, handles the tickets for all the special and most popular programs—i.e., Fred Allen, Duffy, Charlie McCarthy. She gets her

quota after they have been ordered by the Sales Department and multipographed in Duplicating. The tickets are processed in the Ticket Division's counting room and careful record is kept of where and to whom each goes. Muriel Morgan is the ticket dispatcher, responsible for seeing that all orders are delivered to the proper people. "We try to help everybody," Helen acknowledges, "but I do wish we had Carnegie Hall at our disposal."

Rosemary Frasier and Joyce Lester have been delegated the mail analysis as their special job. Far from being monotonous, the requests are as varied as the people who send them. There have even been occasions when a particularly eager listener sends in a blank check for the Fred Allen show "at any cost." In most of these cases, the tickets are sent—but without charge.

Mail, of course, is heaviest during the summer and holiday seasons. As each letter is received, it is date and time-stamped. The tremendous volume does not permit personal replies and the Ticket Division has a handsome form letter for almost every possible request.

Tickets are mailed a week in advance in artistic folders bearing a welcome message from the Company. Many times, however, out-of-townners are already on their way to Manhattan when their request is received. In these cases the Ticket Division either wires or phones their hotel that the tickets can be picked up at the Mezzanine Reception Desk.

Added to the bulging mail boxes in the Ticket Division is the steady din of ringing phones. The source of these calls is within the building and generally from employees.

Alice Kennell sits before a vast expanse of tiny pigeonholes where multi-colored tickets for the current week are neatly filed. As the calls flood in she is able to tell at a glance what is available. These tickets are

We have six suggestions to talk about this month. All six of them won \$5 awards.

In the \$5 category we have Margaret Barry, fourth floor receptionist, who won her certificate and savings stamps for suggesting that the Company subscribe to magazines to be placed in the Program reception room.

Margaret Hadley, Harry Woodman's secretary in Traffic, is next in line with an award for suggesting that the word "Central" be eliminated in listing the Supply Room in the office telephone directory. This winner, incidentally, has many a previous award to her credit.

Then there is Peggy Harrington, secretary in Sound Effects, who followed up her fine award several months ago with a second successful attempt. Her suggestion concerned improvements in the air conditioning system.

Shortwave monitor Karl Korter of the News Room had an award-worthy idea for revising the description of the News Room by the Guidettes on the studio tour.

A Recording Engineer, Delmar Nuetzman, also reaped \$5 by submitting an idea to the Suggestion Committee. His concerned the addition of U. S. Savings Bond salary withholding forms in the "New Employee's Kit," which is issued to all NBC newcomers.

From the Music Library and Jay Seibel came a brainstorm for improving Chimes. Jay suggested that the departmental headings in the "It Happens at NBC" section be set in bold caps. Turn to page six to see the results.

in addition to those allotments sent to each department for employee distribution.

A busy sidelight this year is the NBC Symphony. With this great program on a sustaining basis, tickets have been made available to employees and business contacts.

Cecilia Diaz was recruited from the guidette staff to be liaison between Guest Relations and Employee Services in making a pair of tickets available to each employee interested.

It is to the credit of all these members of the Ticket Division that a fine job of public relations is being done and that thousands of people are able to see, free of charge, the country's top-flight entertainers as they broadcast on America's Number 1 Network.

SUGGESTION WINNERS

HOW WE DID IN 1946

It's been a good suggestion year. The total number of ideas received since the Suggestion System was installed now comes to 2881, of which 1078 were tabulated this year.

It's been a good year for awards, too, as ninety-six fortunate NBC-ites will testify. The Committee issued 109 award certificates accompanied by \$1050 in U. S. Savings Bonds and Stamps. The highest award was for \$100; the second-highest for \$50. There were also ten for \$25, one for \$15, thirty-one for \$10 and sixty-five for \$5.

Far and away the most successful participant in the Suggestion System is Sam Kaufman of the Press Department. Sam now has ten awards to his credit, a total of \$100. Three of these he won this year.

Other people who won three awards are Lauretta Feeney of Engineering, Peggy Harrington of Sound Effects, Betty Michaelis of Purchasing.

An interesting sidelight is the list below showing the number of suggestion winners in each department.

Department	Winners
Adv. & Prom.	4
Cont. Accept.	1
Controllers	5
Engineering	31
Executive	1
General Service	4
Guest Relations	13
International	2
Nat'l Spot Sales	3
Network Sales	3
News	1
Personnel	1
Press	3
Program	6
Purchasing	3
Radio Recording	1
Research	6
Television	1
Traffic	3
WNBC	3

The Company is eager for your ideas to make its operations more effective and efficient. So...DON'T DELAY—SEND YOURS IN TODAY!

Suggestion Department of the Month

Engineering Department
15



Our photographer arrived in the Ticket Division just as the gals were putting up their Christmas decorations. Deluged with calls and mail all day long, they distribute NBC's broadcast tickets to our agencies, employees and friends. Left to right: Rosemary Frasier, Joyce Lester, Muriel Morgan, Helen Clarkson, Alice Kennell.



Crowding the stage of the Waldorf's Grand Ballroom to receive their service pins are 34 Twenty Year veterans and 64 new members of the Ten Year Club. The 20-year members are in the front row, left to right: C. Phelan, Cullen, McElrath, Rackey, Woodman, Dolan, G. Sniffin, McKinley, Kenworth, Tyson, Lindstrom, Morris, Jacobson, E. Sniffin, Mullen, Harden, Bacon, Trammell, Harbord, Heim, Porrier, Orr, Gallant, W. A. R. Brown, Walter Brown, Caramore, McKeon, McConnach, Cuthbert, Guy, Shield, G. Frey, H. Kelly, D'Agostino. Arthur Braun, John Flynn, Fred Guber, O. B. Hanson, Edward Nally and David Sarnoff were not able to be present. Starting with the second row are the 10-year members: Morgan, Swanecamp, Luedeke, Yoost, MacDonald, Martin, Reilly, Riebhoff, Bolger, Ladner, Roux, T. Thompson, Mills, Todd, Kopcienski, Stemple, Gootee, Peers—3rd row: Lindsey, C. Clark, Jordan, Boland, Hergenbahn, Chotzinoff, Fyffe, A. Robinson, Russell, Scott, Brinkmeyer, Martindale, Patterson, Arnold, Wright, Seibert, Garden, Heath, Burns, Greene, Moran, Redmond, Kindgen, Loeber—4th row: Meissner, Merkle, Wade, DeMott, Nelsen, Glendon, Truhlar, Sisko, Costello, Berglund, Dustin, Goodale, Bevis, Milroy, Rooney, Heydorn, Folkerts, Poppele, Colling, Dentz, Albert, Colledge, Kahn, Irene Barry, Angelo Bielli, Jacques Biraben, George Butler, John Costello, Bertram Cutler, Ray Forrest, Ethel Gülchrist, Theodore Hahn, Allan Henderson, Edward Herlihy, John Kennedy, Anthony McGee, Frank Nesbitt, George Stewart and Harry Williams were not able to be present.



A view of the speaker's table as it looked from the balcony of the Waldorf Grand Ballroom, shows its gaily decorated with Christmas garlands.

SUPER CELEBRATION AT WALDORF MARKS INDUCTION OF FIRST 20-YEAR MEMBERS

December 12th, which was the night of the induction of our first 39 members into the 20-Year Club, as well as the initiation of 64 new 10-Year members, was a gala occasion and a milestone in NBC's spectacular history. There was a wonderful Waldorf dinner, speeches by Niles Trammell and Gano Dunn, of the NBC board of directors, a direct hook-up with the Chicago celebration, and top-flight entertainment. Featured on the playbill were Lee Sullivan, MC and vocalist, the Acromaniacs, the Smoothies, Elaine Malbin, Paul Remus and his Toy Boys, and Russell Swann. An 18-piece orchestra was conducted by Milton Katims. Joe Daly was producer. It was truly a night to be remembered.



Frank Mullen, Executive Vice-President, and a new 20-Year member himself, inducted the the Ten Year "youngsters."



After inducting the 20-Year ladies with a kiss, Niles Trammell recruited Frances Heim to do the same for the men.



It was a big day, too, for the NBC President, who was presented with his 20-Year button by Gen. James G. Harbord, of RCA.



As toastmaster of the evening, Dr. James R. Angell exercised his superbly dry wit and kept the gathering convulsed.



Inside studio 8H the biggest throng of excited youngsters ever to attend the NBC-ABC Christmas party watched Madge Tucker's enchanting yuletide production. Many children, like the little girl in the third row, stood up to get a better view.

"SANTA LIVES HERE"

NBC Small Fry Come 1000 Strong to Pay St. Nick a Visit

"Calling Santa Claus! Calling Santa Claus!" shouted the Chief Gnome from the signal tower on the 8H stage. And Santa arrived—via airplane—from the North Pole, past Mars and the Moon, at the 50th Street entrance of Radio City. Drove of gnomes rushed to welcome him at the doors of the world's largest broadcast studio and a tremendous shouting from 1000 ecstatic children followed him down the center aisle.

In the front row sat the Reception Committee—"little Niles Trammell" and Co-Host Edward J. Noble, of ABC. Both added their voices to the overwhelming welcome from the audience.

Then Santa really got down to work with his long, long list. There was a doll with golden curls checked for Susan Gaines; an electric train for Richard Zangaro, a red scooter for Bobby Greene, and a "didey doll" for Kathleen Ford.

There were grown-up folks on Santa's list, too. Peace and quiet for Niles Trammell, more office space for Ernest de la Ossa of Personnel, and, though St. Nick was fresh out of mink, he promised Nurse Eva Boudreau a "monk" coat.

Now on with the show...that beautiful show written and produced by Madge Tucker, and directed by Hugh Rennie. The children on the "Coast to Coast on a Bus" show kept the boys and girls of all ages entranced with the storybook tales they leafed through during that hour. There was Princess Moonbeam and rascally little gnomes and Little Boy Blue and Jack and Jill and hosts of Mother Goose's other famous children. NBC's children shouted with glee at the sight. They clapped and stood up—and some walked right up to get a really close look.

Out in the hall, Santa's airplane was unloaded by dozens of NBC-ites, all eager to help. The bright packages had been wrapped and be-ribboned with loving care and sorted into age groups, so that each child, whether boy or girl, would get just what he or she most wanted to play with—toy dishes, dolls and other games. There were piles and piles of gifts—big ones and little ones—and they literally spilled from the great tables. There were stacks of red stockings, too, filled with candy because Santa knows how children love candy.

When each child had gotten Santa's present and was waiting a turn in the elevator one small tyke was heard to say, "Mommy, Santy lives here, doesn't he?"



Outside in the eighth floor foyer bedlam resulted when the hundreds of children rushed to the loaded tables for their candy and gifts. In spite of careful guesswork, packages gave out and the names of close to a hundred children were taken and presents mailed to them.



NBC's Niles Trammell and ABC's Edward J. Noble were interviewed by Santa (Milton Cross).



There with his two small boys, Peter (left), 3½, and Frankie, 5, was Frank Mullen.



The old familiar Mother Goose characters passed on parade on the stage. Note the little boy seated in the aisle.



This little blond boy got a close look of most of the performance. Here he is appreciating the Little Boy Blue act.



Some tots in the "4 to 6" age group take their turn for a gaily wrapped gift and candy.



Distributing toys to youngsters like this is a favorite job for many NBC girls.

It happens at NBC

CONTINUITY ACCEPTANCE —

When do five people have eight hands and nine eyes? That's quite a question, but any person in CA could have answered it this past month! First of all, yours truly, who is right-handed, slipped and broke her *right* wrist and blacked her eye. Then, not to be out-done, "Widge" Smith, who is left-handed, sprained his *left* wrist while chopping down birch trees at Thanksgiving. As if this wasn't enough, Stockton Helffrich had the windows in his kitchen blown out when the gas oven exploded. Fortunately, no one was hurt.

With all this happening, we were very happy when Alys Reese's mother sent a big box of delicious cookies to soothe our jangled nerves!

—Kathleen Henderson

CONTROLLERS —

The holidays were very bright and happy for all of us. Santa was good to us but as usual the Old Saint forgot a few things. We mention below some Christmas presents which could have been used.

John DeMaio—a woolen muffler and fur mittens to ward off the breezes that blow from the fan on his right, the fan on his left, and the three windows at his back. Ginny McGowan—a suitable spot in which to pitch a tent. Ginny has just announced her engagement to George Kern, a student at West Virginia Wesleyan College and unless the housing situation is improved by spring, our bride and groom will be literally dwelling in the wide open spaces. Carol Smith—a pair of dark glasses to lend to anyone wishing to examine the beautiful diamond she's now wearing on that third finger, left hand. It fairly lights up the whole room.

Terry Kozlowski—a book stating the complete history and present whereabouts of little-known musicians, so that she can answer the numerous phone calls seeking information about "Abe Glotz who played the drum, or was it the clarinet, with Joe Bloe and his Hepcats in 1938." Anne Surowitz—a desk chair without wheels and securely anchored, so that she won't fall on the floor every time she attempts to sit down. Frank Carroll—a gift certificate for Joe's Barber Shop, so that he can throw away that soup-bowl.



Helen Walker—a barometer to determine the weather before she sets out for work each morning. It's a known fact that every time Helen wears a light print dress we're going to have a snow storm, and when she wears a woolen dress we look for the hottest day on record at the Weather Bureau.

Harold Hartwell—a large tin container to hold the hundreds of paper clips he has in his top drawer. Harold has the first paper clip he used when he started with NBC, and hasn't let one get past him since that date.

—Evelyn Meade

ENGINEERING FACILITIES —

"There's gold in them thar grooves," said Fritz Rojas, as the first recording was processed by the new gold-sputtering set-up on the 7th floor. His remarks were addressed to a circle of onlookers including Chester Rackey, Tom Phelan, Gordon Strang and other notables.

Pete House is back after a 2-month cruise to Florida and is prepared to settle any more bowling disputes occasioned by the Audio-Video team.

Helen Rodabaugh, formerly Bill Clarke's secretary, honored us with a visit upon her return from the Pacific after three years with the Red Cross.

Dave Moloney is still in Hollywood and from reports is not a bit homesick for New York.

We welcome Bill Marquis to Room 517 as a member of Jim Wood's clerical staff.

—Al Saunders

ENGINEERING MAINTENANCE

The Maintenance Group has always sent at least one man to answer routine studio emergency calls, but comes a time that an impromptu fight is reported over the SOS system and the response is amazing. This should be submitted to Jimmy ("They do it every time") Hatlo, for a suitable cartoon.

Just as we had expected, Curly Jordan returned from that hunting trip minus the venison.

The Maintenance supervisor took keen delight in showing William Burke Miller two WEAf signs which were overlooked during the change-over period. Burke just had to be shown before believing it.

—Charlie Phelan



GENERAL SERVICE MAIL ROOM

The Mail Room rang in the joyous New Year, but not without a tear or two shed for the departure of Bill

Cashatt and Hervey Deragon, both of whom have left for Engineering Recording. Another change puts George Knaus in the stamp cage. We also stretch a glad hand to welcome John Albrecht into the fold.

Bill Callahan, on a little vacation from Catholic University, dropped in to see us. He is acting in one of their stage productions and has received excellent press notices. More power (Tyrone) to him... And speaking of vacations, Tommy Tart was the envy of everyone when he took his third week. What did he do? —stayed home and worked. Natch!

Evelyn Varian of Audience Mail is now a full-fledged member of the 8 o'clock crew. Like Gene Alexy, Ernie White and yours truly, her only comment is, "Boy, is it cold that early."... On the subject of audience mail, we receive fan letters addressed to "Perry Coma" and "Can You Stop Me."

Odd items: The night crew study club discussing physics and psychology pro and con... The mail boys' hobby of collecting autographed photographs.

—Cal Wheeler

GENERAL SERVICE STENOGRAPHIC

Betty Kieffer, without saying a word to anyone in the department, walked in one Monday morning with a king-sized diamond ring on the left hand, correct finger. No date has been set for the wedding as yet. Our best wishes go to Betty and her fiance.

Though summer vacations are a thing of the past for the present time, some of the girls are still traveling about the USA. Carolyn Holl went to a house party at Lehigh University in Bethlehem, Pa., and spent a very enjoyable weekend there. Jo Di Marco visited Connecticut during the Christmas holidays, and now Inge Witschas, after weeks of wading through winter resort pamphlets, is planning a trip to Woodstock, Vermont. Her only problem now is a skiing outfit.

The welcome mat is out for the following new members of Steno: Eleanor Jordan, Muriel Scherb, Evelyn Kain and Gena di Fonzo.

—Arax Kazanjian

GUEST RELATIONS—Happy holidays—and that's what we've been having what with vacations, Christmas parties and general festive atmosphere. Now is a good time to wish Harriet Woodman the best of

luck and much happiness in her married life, as she leaves our staff.

Vince Mitchell also leaves GR to enter the Night Announcing Division, and John Chapin is the new Assistant Supervisor of Pages. Tom Flanagan is Receptionist on the 4th floor, and Ken Derby and Howie Bayha may now be seen at the Control Desk. Incidentally, Bob Mandeville recently vacated his Control Desk spot to become a station representative here in New York. Bob Gallagher (also a former Control Desk man) stopped in on a holiday week-end from Dartmouth. He had a smashing good time, in the literal sense, as his car ran into a little difficulty, but Bob escaped uninjured.

Joanne Cottingham is back and the Guidette staff's got her. We're also glad to see three new Guidettes: Susan Smith, Alice Glenny, and Pat Lane.

Pat comes to us via two years in summer stock. She also danced with her brother in USO shows (he's now in Hollywood), attending the American Academy, and acting is her chosen profession.

To prove it can be done (getting acting spots, that is) we have Nell Rahm and Kagy Squires. Nell recently took part in the Equity Library play "L'Aiglon." Kagy has gone on the road with the Clare Tree Major groups which specializes in children's plays.

Dick Traufeld, now of the Page staff, was formerly with International. In May '44 he left NBC and joined the Navy as a Seabee where he spent eight months overseas, mostly in Trinidad.

—Barbara Brady

INFORMATION —

Ranking female militarist in the Company is Ethel Smoak, Lieutenant Colonel. The Governor of South Carolina, doing all the talking, put her on his staff after his recent New York visit.

Elsie Mae Ashton, as charming as ever, glided in from her Long Island retreat to say a pretty hello.

Joined: Returned: Left: Grace Anderson of Weehawken, N. J., recently of Army Intelligence, came in as Irene Kuhn's secretary. Old-timer Roy Sharp, late of the Traffic Department and even later of the Yokohama division of the Army, has slipped into Al Mozley's job. Al is now working out of Conway, S. C. as an announcer and program director of Station WLAT.

—Paul Hutchinson



INTERNATIONAL — Announcers
Afield: speak with awe of tamales de cazuela—a food of power awesome. To wit: one **Alberto Gander**, Spanish chief,



vacationing in Miami, developing one morning a sudden yen for said tamales, phoning Havana, ordering the dish ready for lunch, boarding a plane with Mrs. G., lunching on the tamales and sundry other delicacies, promptly flying back to Miami. Capsule comment: "Most expensive lunch I have ever had."... Roughing it, too, were **Buck Canel** and **Cal Abraham**, invited down to New Orleans for inauguration of International House, the town's pitch for inter-American trade. Buck broadcast Southward; Cal enjoyed a two-man alumni reunion with Mayor deLesseps (Chap) Morrison, his classmate of LSU. And then, as part of the festivities, the two were obliged to join in a special cruise to Havana.... And here's one for the intellectual busman's holiday: **Frank Nesbitt** hammering out book reviews for "Playbill and Bookstore" on his portable as the Canadian-Pacific sped him westward to a vacation in Vancouver. The scripts he sent back were literary criticism with a dash of travel folder.... But none showed half the rapture of **Charlie Mangano**, returned from the Army-Navy game.

At Home Abroad: No place like home says the French section, and so it did a documentary on Rockefeller Center for its special series being rebroadcast in France. The pickups, by **Vic McCausland** and **Jacques Bablon** (with **Ary Moll** and **Ted Bergmann** producing), included 6th Avenue, the skating rink, the Rockettes' rehearsal room, and—natch—the institution called **Kaufmann & Bedrick's**.... The show on the Mississippi Valley (**Emo Bardeleben's** job) became a 410 family

affair. To portray the Seven Woodsmen of **Paul Bunyan**, seven neighboring sections provided seven announcers and as many languages.... Bigger family affair yet, a few nights before Christmas, when International frolicked at the Hotel Victoria in its annual Yuletide party.

Lost and Found: Found—by **Lee Emmerich**, a home at too-long-last; by **Mario Silveira** a home and a dream landlord in Hewlett, L. I. This '46 model angel, named **T. F. Donahue**, (1) picked Mario out of 300 applicants; (2) gave a month's concession; (3) helped the family move in; (4) lent a car to bring Mario's wife and baby home from the hospital; (5) stocked Mario's ice box and even sent up meals; (6) put his telephone at the Silveira's disposal, as long as needed.... Found—by **Schuy Chapin**, on December 3rd, his paycheck for August 30th, hidden among assorted debris of a desk drawer.... It balanced the news that an aeronautical Sunday driver at Teterboro airport had banged into **Schuy's** plane on the ground.... Lost, but good—one (1) package of Mr. Green's laundry. Not our Mr. Green's, though left on his desk. Not any Mr. Green's in NBC's, as **Jean Glynn** discovered the hard way, by buzzing them all. By that time it didn't matter. The laundry had disappeared. No hits, no runs, one error—but a beaut. The right Mr. Green belonged to Fox, Room 710.

Miscellany: The European guitar virtuoso who confronted the Danish desk and asked for an audition—but had time only for a hearing at once and right there in mid-office. No sale!... Bobby socks across the sea: Red-headed **Betty Rapp** listening to a language broadcast (understanding no syllable) and sighing, "That voice sends me."... Same gal is denying she's the model for the Herald Trib's comic page heroine, **Penny**.... Yuletide and wedding bells pealed virtually together for **Dorothy Fradis** in Music... and not long after the wedding of **Arturo Despouey** and **Mrs. Luz Castro Papworth**. **Despouey**, now Spanish editor for UN, still broadcasts for our Spanish section. During the war he was the lone Latin-American correspondent with the American armies in Europe.

The Mail: Bitter fan-mail battle rages between Music of Manhattan (**Lee, L-E-E**) and **Schuy Chapin's** Personality Parade. Lee's ahead on volume, but **Schuy** gets the quality correspondence. One fan wrote in from the Georgia State Penitentiary where he's a resident (enforced). But the letter-of-the-year comes from London, requesting an "autographed picture of Rockefeller Center, as I am making a collection of such."

—**Leonard Allen**

LEGAL—Quiet and peace reigns in the legal atmosphere of Room 626. As usual, the **Judge** outdid himself playing Santa Claus and in trimming our Christmas tree.



"Mrs." Santa Claus was played by **Flo Marger**—who's no mean trimmer of trees herself!

Incidentally, never let it be said that our boss, **Judge Ashby**, does things in a small way! He's again a proud grandpa but this time of twin boys, born December 9 to his daughter **Marjory** and her husband, **Joe Morningstar**. Congratulations to Grandpappy from us!

Poor **Ginnie O'Connor** says the Hospital Plan did it all! Since she joined it's one thing after another. Just had an operation on her eye and what happens—she runs into the corner of a desk and bingo—she's limping around now looking like a casualty from the subway rush.

We were happy to meet **Donn Tatum** of the firm of **Lillick Geary McHose & Adams**, Los Angeles, who paid us a visit while in New York on business. He very capably took over for our **Dick Graham**.

—**Alice T. Wilson**

NATIONAL SPOT SALES—**Virginia Scharning Reffler** is firmly convinced that **Will Shakespeare** stuck his neck out when he wrote "What's in a name?". Virginia,



attractive and diminutive sales servicer, has been happily married for over 3 years. At the time she took the big leap, she faced the usual problem of determining whether to continue using her maiden name in business, or to adopt her married name. She decided it would be more practical to stick to "Scharning," as far as the NBC Telephone Directory, mailing lists, etc. were concerned. Everything went along fine for awhile, but gradually complications began to arise. Friends, relatives and business contacts "in the know" started calling the NBC switchboard and asking for "Mrs. Reffler"; occasional pieces of mail came in addressed to the latter. The cooperative NBC operators would try vainly to locate an extension for Mrs. Reffler, the Mail Room would unsuccessfully search personnel lists for her room number and then return mail to the senders. Recently, Virginia decided that the double life is not all it's cracked up to be. She made up her mind to discard all subterfuge for business' sake, to announce to the world—and particu-

larly NBC—that she had gotten her man, was entitled to the appellation "Missus," and wished to be addressed accordingly. After advising the various departments concerned at headquarters, she notified the numerous Spot Sales Traffic offices out of town, with whom she has frequent contact. Picture her dismay when telegrams of congratulations started pouring in from all parts of the country. Several chided her for not giving them advance notice, one party wanted to come east for the wedding. Another wanted to know if she was going to be on "Honeymoon in New York," and why she waited so long. Gifts have been promised by all and some have already arrived. (The carton of soap flakes will be hardest to return). The whole thing was so overwhelming to poor Virginia—who has become quite complacent about her happy three year old marriage—that she almost felt compelled to have the ceremony performed all over again. While that measure seemed a little drastic to her husband, **Bill**, who has begun to accept her cooking, he was quite receptive to the idea of a second honeymoon. This made Virginia somewhat less guilty.

Arched Eyebrow Department, or, "Spot" Conversation Piece: **Helen Knittel**, while typing an order form: "There's nothing wrong with that girl. In fact, a date with a nice, wholesome boy would do her irreparable good."

Pat Gormley to **Eileen Burns**: "Ever since I won that 8th grade composition contest sponsored by Mayor LaGuardia, I've been meaning to write a book." **Eileen**: "Is that what brought you to Spot Sales, dear?"

Pat Barcus to **Carolyn Maus**: "I wish there was something 'meaty' about me for **Allan** to put in *Chimes*." **Carolyn**, typing madly: "My life isn't fit to print."

Jack de Russy, to an incredible audience, following a telephone conversation: "I couldn't get a word in edgewise."

Pat Gormley to **Marion Sheehan**: "I went to a 'Ragamuffin Party' the other night and won sixth prize. I guess I didn't wear my patches in the right places."

Bill Roux, to practically anyone: "Want to buy a house?"

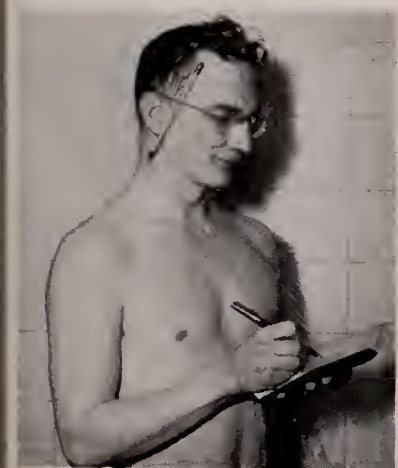
Jim McConnell to **Jim Gillis**: "Do all Irish cooks drink?"

Don Norman to **Dick Close**: "What did you say, *shorty*?"

Caroline Herbert, telephoning her 52nd Street grocer: "What kind of baby food do you have?"

Home for Christmas: **Caroline Herbert** to Sea Island, Ga., by plane—**Jim Gillis** to St. Louis, by plane, for a family reunion—**Florence Hunter**, to Brooklyn, by subway.

—**Allan Hughes**



The pen really does write under water, but according to **Bill Reynolds of Research**, the development of waterproof writing paper is yet to be accomplished.

PERSONNEL—This little item was noted in the Sunday Society Page of The Brooklyn Eagle, Social Notes on Commuters: Seen traveling, in quiet repose, on the smart Seventh Avenue Line of the IRT was Anne Midendorf. Better known as "Rapid Transit Annie," she resides in the Back Bay-Main Line-Sand Street atmosphere of historic Brooklyn Heights (elevation: 17 feet).

From Seventh Avenue to hop over to the Builders Club, Two Park Avenue. It was here that Ernest de la Ossa was elected chairman of the Personnel Management Association. I really had a scoop on this item when I uncovered it in some recruitment calls around the City. After I was told I was sworn to secrecy, pending press release. Mr. "d" has lot of well wishers throughout the city, the least of which certainly is not the gang in Personnel.

Cupid took the Records and Research Section last month. His target was Barbara Vliet, who decided to give up job analyses, etc., for a life of "Love, Honor and Obey." That's another big niche to fill both from the job and the girl angle.

Helen Korday took a quick overnight trip to Smith College. Many of the girls at the school are interested in careers in radio and HK went up to give them all of the variout weaves that make up life in the networks. The trip, with the exception of the train ride, was a great success. And incidentally, HK's many friends in the Company and out haven't yet gotten over their keen disappointment at the absence of her yearly unique Christmas card. Her Christmas greetings have become collector's items.

Ruth Johnson, Helen's tried and true secretary, found commuting difficult and wearing, and gave up NBC for a job in her hometown of Stamford. She's a gal to be missed, but lots of pain was alleviated by Berdyne Egli, who has taken Ruth's place. Berdyne (we haven't gotten around to performing some sort of operation on that yet, but we will) comes from Indiana, is seriously interested in radio, is studying voice and has entered into life at NBC with a great deal of gusto and good will.

That's all...except the best of all the things that are good for you in 1947!

—Jim Myers

PRESS—Mildred Kalbac celebrated a birthday on November 22. For the occasion, she received three dozen roses, a gardenia, two dozen chrysanthemums, an orchid from an unknown admirer and mention in Nick Kenny's column.

Sam Kaufman, NBC's feature and exploitation editor, is happy to have a second daughter (see Stork Talk)—a sister for Elise, aged 2½, to play with.

No one was more surprised than Dorothy Collins when her "hives" turned into measles. Back at work again, Dotty insists she was never really ill and feels better than ever, all caught up on sleep.

—Roselle Hubel

PROGRAM ANNOUNCING — Hello? Yes, this is Announcing. Why, hello *Chimes*. News? Stand by...

Our Walt Ehrgott, formerly Assistant Supervisor, is now executive secretary to Arch Robb in Production. From Guest Relations we welcome Vince Mitchell, who is well-known to most of us, as Night Secretary.

Junior announcer Bill Davies has left the staff for a position with his dad. The short time Bill has spent here he has gained many friends and we'll all miss him.

If you had been in Fort Lauderdale, Florida, last month, you would have seen a familiar little Crosley running about with Tom O'Brien at the wheel. This was all pleasure since Tom was on vacation. We might add he managed to visit several NBC affiliated stations and received the best of care.

That puts an NBC cue on this session, *Chimes*, and everyone here sends the very best wishes for a successful New Year.—Bob Wogan

PROGRAM MUSIC—We have been painted. From the second floor copy-right department to the record library on the fourth floor we shine, we gleam. We positively need dark glasses.

Armed with the album of *Annie Get Your Gun* records, and everyone's almost tearful farewells and good wishes, Anne Snyder Wittig has left us. Our pet musical comedy enthusiast and her husband have gone home to Kansas City for a month's vacation over the holidays. On their return to New York Annie will keep house, and perhaps work part-time, but not, alas, with us.

In her place, enter Dick Kromer, whose pleasant smile has been visible above a page's uniform on the main floor these last six months. Dick is already sorting parts like a veteran; for his childhood training at violin and piano, and his current key-punching with a New Jersey dance band, have given him a cer-

tain friendly feeling toward a page of notes.

Joanne Oberkirch held the phone with her left hand and wrote busily with her right. And suddenly, we noticed the ring, gold and delicate, on the third finger of the left hand. She hung up; we inquired. And thereupon found out that Kirk has been Mrs. Charles Willis since last September, but was wearing her ring publicly for the first time that morning. We are pleased that we made the discovery within an hour, pleased that we recovered from the shock even more rapidly, and would be tremendously pleased to meet Mr. Willis. Even disregarding newly-wedded enthusiasm, he sounds like an interesting person—among other things, the head of his own export firm, a theatrical producer, and an actor (N.B. His new show, *Point of View*, is scheduled to open in the Chanin Theater on February 3).

Ex-Corporal John Plummer inadvertently made come true one of those dreams a soldier dreams while he is still in the service. While beating out rhythm in a private music show at the Barbizon-Plaza the other night, he hit the cymbals with sufficient violence to dislodge the head of his drumstick, which ricocheted with a resounding thump onto the head of one of the sponsors of the show, sitting placidly in the second row: General Jimmy Doolittle.

—Phebe Crosby

PROGRAM PRODUCTION — Big news of the month was Art Richards' marriage to Alice ("Rusty") Russell of "Red Mill" fame. The big event took place at The Little Church Around the Corner on December 9th and the happy kids moved right into their new apartment. Art informs us that the secret of getting an apartment is simple: Just have two or three thousand close friends out looking with you.

John Bloch, the boy who's been promoted so often no one knows his telephone number, recently settled in Central Booking, taking over as Supervisor for Irene Glazik, who has left for South America.

Wayne Howell's two-year-old, Billy, made headlines the other day. It seems Mrs. Howell had trained the little fellow to close the latch on the door whenever she had to leave him for a few minutes to do some shopping. When she'd return she'd give their secret knock and he'd open the latch. Mrs. Howell had to run out to the grocer, and, when she returned, she knocked on the door, then knocked some more, called, and started rapping, all to no avail. Fearing that something might have happened to her little darling, Mrs. H. told the police about it. They misunderstood her and thought something had hap-

pened. Within minutes, four squad cars, emergency equipment, detectives and reporters from all the New York papers were there. The police pounded down the door and there, asleep on the sofa, was the babe. Everyone got quite a boot out of it and the newspapermen made a major news event of it. Now, Wayne goes around sporting a scrapbook of his son's activities at home.

Erlene Wallace, the southern gal who brightens up our days, is loaded with talent. She's just sold a script she co-authored to Grand Central Station. That's on another network, the name of which escapes us for the moment. We're very proud of Erlene, though, and feel sure she'll be the next Elaine Carrington of radio.

Add Rockabyes: Joe Mansfield's wife gave birth to a boy, the end of November. The baby's astounding weight was 8 pounds 14¼ ounces. It was Joe's fourth, and, we're told, Dorothy Kilgallen reported its name as Frank Merriwell Mansfield. For the record, the baby's name is Richard Edward Mansfield—*Journal-American*, please copy. What, after all, is more authoritative than *Chimes*?

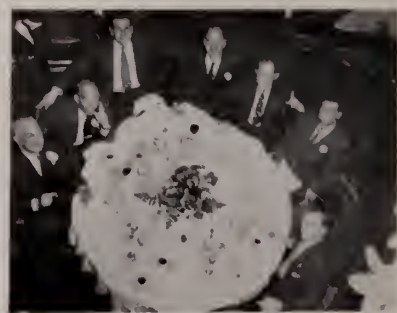
—Walt Ehrgott

PROGRAM SOUND EFFECTS — Chet Hill was seen recently going in and out of the third floor studios with his cute little son in tow. Chet, you know that boy is entirely too young to start knocking on doors!

Since John Powers got that brand new motor bike, he is the envy of everyone in Pearl River, including the Mayor, who still travels by pogo-stick.

Agnew Horine was rushed to the hospital for an emergency appendectomy, but he's back at work again in fine shape. We hear the nurses at the hospital were quite excited when he told them he was the number one sound man on the Fred Allen show, but the doctor told Agnew, "Never mind radio comedians now, before you leave here I'll have you in stitches."

—Frank Loughran



Not the knights of the round table, but our Sound Effects men. Clockwise, Stu McQuade, Clem Walters, Fred Knopfke, Bob Jacquinet, Manny Segal, Wes Conant and John Powers.



Many of her friends from Personnel and other departments (left) gathered to wish Mable Phelps many happy returns on her sixty-fifth birthday on December 16. The celebration took place at the Fountainebleau. The two center pictures show "Mom" as she opened the electric blanket which was both a combination birthday and farewell gift, while Corinne Pearson and Dr. Handler enjoy her reaction. At the right she blows out all the candles on a king-sized cake in one puff. Miss Phelps has retired after twelve years of service as NBC's Head Nurse.

RESEARCH—A recent check revealed that no less than 16 members of this department are burning the midnight oil in the pursuit of additional education.

Seven men (Emil Rohner, John Foley, John Marsich, Matthew O'Reilly, Ray Maneval, Jack Lothian, and William Doniger) are taking advantage of the GI Bill of Rights. Five people (Ed England, Edith Blankmeyer, Bill Reynolds, Dorothy Greene and Mildred Schmidt) are studying under the NBC Educational Plan. And four members of the department (Jane DiLeo, Mary Schlorek, Irene Thorner and Phyllis Lostfogel) are financing their own educational studies.

The Lost and Found People Department. Bob Hoffman of the Planning and Development Division left NBC to work for the United Merchants & Manufacturers Organization. He was replaced by Martin Wilmington. Martin comes well equipped for his new post. He once taught economics at a mid-western college, he has written articles for the Journal of Commerce and was the consulting economist for the Bernard R. Lauren Company prior to joining NBC. Martin served three years in the Signal Intelligence branch of the Army. Dorothy Reuse of the Ratings Division left NBC to keep the door open for the soon-expected stork. Replacing her is Dwane Moore as Research Assistant to Bob McFadyen. Dwane was formerly associated with the Maxson Food Systems as Assistant Director of Research. Dwane served in the Navy as a supply officer. Clare Hodes left the department to join Pedler & Ryan as an assistant in the radio department. She reported she has already used one of the NBC Research coverage maps.

Mildred Joy reports that the Library was in quite a dither last month when several members of the Byrd expedition came in to pose for pictures beside the big globe in the Reading Room. It was almost as exciting as the recent visit of one

Parker Fennelly, better known as Tytus Moody, of the Fred Allen show, who popped in for some posing amid stacks of books for a Look Mag feature.

Billie Huber walked down the aisle in the Little Church Around the Corner on December 27th to become the bride of Robert Loew, a law student. After a glorious honeymoon in Bermuda, Billie Loew says that marriage is a wonderful institution.

—Will Zurflied

RADIO RECORDING—The news item of the month spread around and echoed through the department like wild fire. It's a boy! Daniel E. Schmidt IV has arrived and his pop, Schmidty III, is so proud that he has just about popped every button on his vest. Little Danny was born early in the morning on December 17th and weighs all of 8 pounds 14 ounces. Mom Schmidt heaved a sigh of relief when she learned that the baby was a boy. Danny had been carrying a tiny blue sock in his pocket for months.

Ginny Raskopf, George Steven's secretary, received a very mysterious letter last month announcing that she had been chosen "Miss Mail Cage" for December 17.

—Florence Meyfohrt

STATION RELATIONS—Our own Easton Woolley is back with a Florida tan and looks wonderful. His return was the nicest Christmas present we got.

Vivian Dennis is doing a grand job of replacing Marge Humpfer as our Station Relations "looking up records" liaison and came to us from GR.

During the recent cold spell we all had humorous tales to tell about our difficulties in getting to work. Tallest tale came from Burt Adams:

"It's a good thing I had a good tail rudder coming in or I might not be in yet! Of course the wind helped too."

—Marion Lucas

STATIONS TRAFFIC—NBC is going to have a wedding in May, and we do mean NBC. Marie Byrnes of Communications is being married to Bob Seidensticker, formerly of the Mail Room, on May 10th. Her attendants will be Ruthanne Sherry of Executive, maid of honor; Lorraine McCue of Reports, Bernice Schulte of Communications and Joan Madden of Controllers. Cal Wheeler, Bill Denny and Jimmy O'Neill of the Mail Room, will be ushers.

Mary Collins has also set the date for her wedding to Charlie Van Houten. The date is May 3rd, and they do have a house to move into after the wedding.

Every year the NBC Traffic bowling team and the AT&T Commercial Department bowl three games for a silver cup. The last game played was three years ago and the AT&T lost the cup to NBC. This year the AT&T, much to our disappointment, took the cup back. The AT&T admits our boys went down fighting and we're now looking forward to 1947. Steere Mathew was the star of the evening with the high score of 241.

—Elaine Hollywood—Kay Collins

TELEVISION—Bob Stanton has joined the ranks of Television. Even better news is the almost complete recovery of Bob's daughter, Barbara, from an attack of infantile paralysis!

Kinda Desperate: Craig Allen is looking for an apartment. He is getting married and everything is set but the domicile. He should follow Burke Crotty's example—Burke is in the midst of building a home in Redding, Conn. which he hopes to move into about April or May. The Hartley twins, Mrs. Hartley and

Jack are just about settled in their new Garden City house—just a hop-skip-and-jump from the Nick Kerstas.

—Anne Bachner

TREASURERS—Two new faces shine across the cashier's cage of late—namely that of blonde Erna Thomas and brunette Margie Dougherty—hailing from New Jersey and Tarrytown, N. Y., respectively.

Ham Robinson trekked "South of the Border" for his three week's vacation and came back praising the beauty of colorful Mexico. Doris Johnston teamed with the horsey set for her vacation—on a dude ranch.

Our vault went formal recently. Bill Williams had his classy tux hanging there for a big dinner.

—Betty O'Connor

WNBC—After two months of dropping dimes in the fish-bowl for every fluff on the WNBC call letters, the office staff hadn't built up a big enough kitty to buy cokes all around... so Manager Jim Gaines graciously admitted that his staff was smarter than anybody had anticipated, and crashed through with a bang—our Christmas party at his home during Christmas week. Everybody agreed that it would be a good idea to change call letters once a year, if it would result in such a rousing celebration.

This month's blushing bridegroom is Andy Anderson, who on December 28 was married to Ann Wright, a time buyer for J. Walter Thompson, after what Radio Daily described as a "whirlwind courtship." Roy Porteous was best man.

Incidentally, if you're not familiar with all our local stars, drop in to 416 one of these days and take a look at the "rogue's" gallery.

—Lois Day

Athletic Association

NBC BASKETBALL TEAM MAKES A FIGHTING NAME FOR ITSELF



The NBC basket boys make a pretty fine team. They now place third in the Rockefeller Center League. First row: Stahlberger, McKenna, Kearsh, Miller, Coogan, Kromer. Second row: Cornelius, Richards, Emmerick, McCabe, Kerr, Byrne.



Shooting for a basket is lanky Tom Kerr of G.R. Pictures were taken when team scored resounding victory over Time and Life.



Highest in this dramatic jump is Dean Kearsh, who is captaining the NBC basketball team for the second year.

A.A.'S TENTH ANNIVERSARY DANCE TO BE HELD IN FEBRUARY AT THE WALDORF

Bill Clarke, the Athletic Association's able and enterprising president, is planning a gala dance to celebrate the organization's tenth anniversary. The affair will be a supper-dance to be held on the Starlight Roof of the Waldorf-Astoria on Wednesday, February 5th. Dress will be optional, but it is expected that many will jump at their first chance to wear formal attire in too many years.

Since reservations for the dance will be limited, all those planning to attend the dance should send that application in right away to Employee Services, Room 508!

A. A. STARTS ITS ELEVENTH YEAR CLARKE ENVISIONS BRIGHT FUTURE FOR EMPLOYEE ORGANIZATION

This is the Tenth Anniversary of the NBC Athletic Association. In February of 1937 less than one hundred NBC-ites met in Studio 8G and elected the first A.A. officers. They were George McElrath, President; Rudy Teichner, First Vice President; Frances Barbour, Second Vice President; Al Nicol, Treasurer, and Jane Miles, Secretary.

Since that time the AA has grown and others have carried on, but to those first enthusiasts belong the satisfaction of creating a successful organization. After George McElrath, and each one adding to the prestige and activity of the AA, came Presidents Showerman, Frey, Mathew, Woolley and Lyford.

At this time it is my privilege to be President and to express for all the officers of the organization, past and present, our appreciation for the cooperation we have received from NBC Management, whose financial help has brought our activities within the reach of all; to the Committee Chairmen, whose initiative has activated the various sports and social groups; and last but not least, to the members of the AA whose active interest has made the Association a success.

In the period between 1937 and 1947 the NBC Athletic Association has grown from about 200 members to 849 active members, and so, on this Tenth Anniversary, it is my pleasure to say to all of you . . . Congratulations, well done, and carry on.

—Bill Clarke

The Exchange Corner is available to any employee, free of charge. Place your ads by calling the Editor, Ext. 462.

NBC SMALL FRY



This is Tizzy, 8 year old daughter of Morris Mamorsky, NBC arranger in the Music Division. Tizzy has a new sister, Dorothy Lodge, born in November.



WANTED: Springfield .03 rifle sling and 2 swivels. Also, ammunition for Model 98 Mauser. Bob Holt, Ext. 150.

FOR SALE: Burgess Vibro-Tool (for engraving, wood carving, etching). Brand new. Complete with extra etching tools, \$7.00. Will Zurflieth, Ext. 8155.

FOR SALE: Beautiful mink coat. Very reasonable. Alberto Gandero, Ext. 8223.

THE ICE MONTHS COMETH—in fact they are here, and I have a fine pair of ladies tubular ice skates (size 8½) with black shoes for sale. Irene Thorner, Ext. 330.

WANTED TO BUY—Royal Portable Noiseless Typewriter. Ray Levine, Ext. 205.

SUNCRAFT Sun Lamp for sale—new. Substantial reduction on retail price of \$64.50. Tony Provost, Ext. 8213.

FOR SALE—Hand-knit, man's pure wool pullover sweater, V-Neck, cable stitch, bayberry red, size 36. Never worn. Mittens to match. Reasonable. Margo Schaeffer, Ext. 330.



To Edward Connolly, Promotion Copywriter, his second daughter, on October 22. Name: Camilla Ann. Weight: 6 lbs.-7 oz.

To Joseph Mansfield, Production Director, his fourth child, second son, on November 27. Name: Richard Edward. Weight: 8 lbs.-12 oz.

To Robert McFadyen, Ratings Section Manager in Research, his second son, on December 3. Name: James Roy. Weight: 7 lbs.-6 oz.

To Samuel Kaufman, Press Editor, his second daughter, on December 6. Name: Sonya Idelle. Weight: 6 lbs.-13 oz.

To A. L. Ashby, Legal V.P., twin grandsons, on December 9. Names: Barry Ashby and Douglas Lee Morningside. Weights (respectively): 8 lbs.-2 oz. and 7 lbs.-6 ozs. This brings the Judge's total grandchildren to five.

To Daniel E. Schmidt III, Radio Recording Salesman, his first child and son, on December 17. Name: Daniel Edward IV. Weight: 8 lbs.-14 oz.

To Jack Treacy, Radio Recording Salesman, his first child and daughter, on December 22. Name: Margaret Joan. Weight: 6 lbs.-12 oz.



NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

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VOL. 4 NUMBER 12

HIGHLIGHTS OF THE CLEVELAND WORLD FORUM

It's a shame everyone in the Company couldn't have been in Cleveland the week of January 5-11. Everyone else in the world was there. That was the week of the international forum, "Report from the World," sponsored by Time magazine and the Cleveland Council on World Affairs. NBC came in on it by doing the exclusive network coverage of the sessions. But at times the forum seemed almost secondary to the international side-show that was going on. No depreciation of the forum or the radio portion is intended, for the Time and Cleveland Council folks and our own stalwart crew who had pushed through United Nations Week last fall did a bang-up job.

Sterling Fisher's hand guided the program end, with Jane Wagner credited with a strong assist. Bill Webb and Lucy Towle crashed through with a fine promotion campaign (which made Lucy see red when they changed all the programs around after she'd gone to press.) Fred Bate and Cal Abraham took care of arrangements for the short-wave portions of the forum; Ad Schneider tore his hair over the pick-ups from England (which went through like a charm), and Dick McDonagh and Jack Wilson sweated out scripts and program arrangements. Steve deBaun was in Cleveland covering the affair, and Dave Zingg took care of the rest of the press and publicity worries from here.

It certainly was a great show. Never before have Cleveland or NBC's WTAM seen such a parade of national and world spokesmen. But it wasn't only when they were on stage or on the air that the Big Guns put on their shows. It was also during the in-betweens. It was Jan Masaryk, the Czech foreign minister, bounding into the NBC studio for rehearsal and dashing over to the Steinway to play Chopin for ten minutes without a stop. It was telephoning for a Mr. Alex Heiskell at one of the Time suites in the Hotel Cleveland, and having the answer come back, "I'm terribly sorry I don't know Andy Heiskell. This is Sumner Welles." It was the glamorous Clare Boothe Luce causing ex-

MANY EMPLOYEES JOIN NEW NBC RADIO DRAMA CLUB

A lot of people in NBC's offices have a yen to get away from their desks and get into *radio*. They want to clutch a script in one hand and a mike stand in the other—or shout directions from the control booth—or create a realistic tornado with a revolving drum and some bird seed. Many have had experience in schools and theater groups, but most have a lively interest without practical background.

When the Company announced its new NBC Radio Drama Club these potential radio artists came to the first general meeting full of expectation. Garnet Garrison, a skilled director in his own right, was assigned to give the members of the Club practical experience in radio acting and production. Small groups were quickly formed consisting of a director, a control room assistant, and studio associate directors to handle music and sound.

Scripts were assigned to three groups and voice tests for acting parts were made during the last week of January. The radio plays

citement among the girls at the studio with a pair of harlequin glasses with heavy, solid gold frames. It was Ahmed Yalman, Turkish editor, refusing a scotch highball because it "tickled his head." The Italian Premier deGasperi perspiring over his radio talk because of difficulty with English (his script, when we picked it up after the broadcast, was covered with red-pencilled marks to indicate to him the syllables to emphasize in pronunciation). It was Oswaldo Aranha, former Brazilian minister of foreign affairs, poking a finger in your chest as though you were the U. S. Secretary of State, asking vehemently, "Why don't you send more money to Latin America?" It was all those things and more. It was a prestige enterprise from start to finish. Everyone got his share. And it certainly enhanced NBC's reputation as the No. 1 network in the field of international relations.

That's why it's a shame everyone in the company couldn't have been there. Like we said, it certainly was a great show.

will be cast, rehearsed and recorded under regular broadcast conditions, with everyone interested given a chance to do something—all under professional supervision.

The radio plays chosen to inaugurate the NBC Radio Drama Club are "Surprise Witness," directed by Jay Seibel of Music, "The Aldrich Family," directed by Sam Monroe of Sound Effects, and "City of Silence," produced by Ray Levine of Research.

In a few weeks, when the recordings of the performances have been cut, they will be played back to the general group for expert criticism. Thus each person will not only learn this phase of radio from a practical standpoint, but will benefit by objective opinions from veterans in the field.

Voice tests for the second round of programs will be held the week following the February 28th general meeting. Although only those qualifying in the competitive auditions are chosen for roles in each program, anyone is welcome to attend the general sessions.

SECOND ANNOUNCING CLASS INAUGURATED

A new announcing class, with Pat Kelly again doing the instructing, started on February 11. Competitive auditions were held on February 5 to determine those qualified to take the special course.

This is the second announcing class to be formed and taught on the premises since last fall. Two announcing graduates from the previous class have accepted announcing jobs in West Virginia and the others are being referred for similar jobs in small stations throughout the country.

Based on a similar course Pat Kelly teaches at Columbia University, the NBC announcer's training is extensive and designed to give students announcing experience under actual broadcasting conditions. Like the Training Squad, Orientation Classes, the Choral and Drama Groups, this announcing class is part of NBC's expanding program to give its employees every opportunity to train themselves for radio. The class will last fourteen weeks.

TRAINING SQUAD HEARS DEPARTMENT HEADS

Ever since last fall the Training Squad has been meeting on Wednesdays to hear detailed lectures on the operations of the Company. This group of forty men and women was originally chosen from departments throughout the organization as outstanding promotional prospects. Niles Trammell called them the "future vice-presidents and even presidents."

The first informal talks were given by the executive officers, and each such session concluded with a lively discussion period. Now, the group is hearing from NBC's Department Heads.

Easton Woolley, Director of Station Relations, sounded off the series on departmental operations by outlining our activities in relation to our network affiliates. In describing the duties of the Traffic and Communications divisions of Stations, Easton Woolley emphasized that they are the training ground for employees interested in becoming station contacts. These two divisions handle all the Company's time schedules, wire clearance, and teletype communication with affiliated stations. Most of the members of Station Relations who represent NBC on program, public service and promotional matters for the network, have had this valuable background.

The Eastern Sales Manager, George Frey, gave the group a picture of the set-up in the Network Sales Department. In addition to a staff of salesmen and their secretaries, Network Sales has a Sales Service Division which does the arithmetic involved in selling time and getting a show on the air. Here rates are determined and contracts drawn up. "We don't peddle time," this speaker emphasized. A great deal of thought goes into the program that should fill available time on the air, as well as the appropriate sponsor for the show.

Next to the Network Sales Department, the National Spot Sales Department is the largest revenue producer for NBC. James McConnell, since 1946 Director of this department, spoke to the Training Squad on January 29. "Spot" sales,

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CORINNE PEARSON, *Editor*
LUCILLE SHARP, *Managing Editor*

A MESSAGE FROM THE EXECUTIVE VICE-PRESIDENT



Frank E. Mullen

Each of us knows from his own experience how easy it would be to spend more than we earn. Keeping one's expenses below one's income is a constant struggle. I personally do not know any individual, regardless of the size of his income, of whom that is not true—especially in these days of high prices and high taxes. And just when we think we have things under control, along comes some big, unexpected, unavoidable expense that knocks us for a loop.

Even when a person gets a raise, the struggle goes right on. Without the slightest desire to be extravagant, expenses seem to rise automatically to meet the new income.

I would like to make the point to my fellow-workers in NBC that exactly the same situation holds true in running our business. It would be so easy for this company to spend more money than it takes in that it isn't funny.

The fact that our annual total business volume and expenditures are figured in millions rather than thousands of dollars doesn't make a particle of difference. In fact, those big figures make it all the harder to keep expenses down, because they make an extra ten dollars here or a hundred dollars there look like chicken-feed.

Your board of directors and management have to take the responsibility for deciding on some pretty big expenditures. For instance, our NBC family is just having a new baby. Its name is Television, and the doctors and nurses and baby food run into a lot of money. It will be quite a little while before the child can be self-supporting. But we think the kid is worth keeping—don't you?

As individuals, most of the men and women in NBC can't do much about the big appropriations that are dictated by company necessity or policy. But every one of us can avoid wasting the chicken-feed, and if 2600 people work on that problem, the total annual saving that can be accomplished won't be chicken-feed any longer—it will be a big significant amount. Telephone, telegraph, electric light, stationery and supplies, and dozens of so-called minor expense items—if we just treat them as though the money had to come out of our own pockets, I think we would be following a sensible standard of economy.

There is an old saying, "A lean horse for a long race." Certainly fat horses don't win races, and extravagant or uneconomical practices are a form of excess fat that slows up our operations. An efficient performance is an economical one.

Last, and most important of all—for your own good as well as the company's—conserve your time and use it to maximum advantage. What Poor Richard said two hundred years ago is just as true today—"Dost thou love life? Then do not squander time; for that's the stuff life is made of."

DON'T KEEP THAT GRIEVANCE TO YOURSELF

(The following is a complete transcript of the grievance procedure as it will appear in NBC and You, for the benefit of those whose working conditions are not governed by contract.)

Let's talk it over and get it settled. If you have a complaint about your job, if something about your life here at NBC bothers you, get it off your chest right away. The longer you delay in telling us about it the more unhappy you'll be. We have a procedure at NBC through which you can present your grievance and know that it will be fixed up fairly and promptly. Remember, we can't very well straighten things out unless we know about them.

These are the steps and the order in which you take them to present your case. Most misunderstandings can be resolved more satisfactorily with your immediate supervisor because he is the person most familiar with your job, your associates and yourself. However, in those cases where you are unable to resolve matters with him, the doors are open for you to discuss your problem through the various levels of management right up to the top.

FIRST—Sit down with your supervisor and talk over your grievance with him in a calm and sincere manner. He's interested in you as an individual and will understand and respect any reasonable complaint you bring to him. Your supervisor is responsible for the teamwork in your department and may settle grievances in accordance with the company policies which have been established in order to insure equitable treatment for all.

SECOND—If you fail to come to a satisfactory agreement with your supervisor or if after due consideration you feel that it would not be tactful or appropriate to discuss your problem with him then go to your Personnel Coordinator or Department Head. It is his job to see that all employees in his Department receive the same rights, privileges and consideration.

THIRD—if your problem is still not resolved, make an appointment to see a member of the Personnel Department or if you do not work in the New York office, the person designated in your office to handle personnel matters. You'll find that your case will be given top priority here over all other business. Sufficient time will be taken to talk over all phases of your case including the previous decisions you have received from your supervisor, Personnel Coordinator or Department Head. You will receive a complete review of your grievance here.

FOURTH—Should you still be discontent don't let the matter go

PROMOTIONS

JULIA BERNER, former Cashier in Guest Relations, is now a Secretary-Information Clerk in the News Room.

GEORGE DOBBS has been promoted from Page-Deskman to Desk Clerk in Guest Relations.

LILLIAN MONGESKU has been upped from Typist in the General Library to Typist-Clerk in the New Research Division of Research.

NELLIE RAHM goes from a Guide in Guest Relations to Sr. Music Clerk in International.

HERBERT SCHUMM goes from Desk Clerk in Guest Relations to Invoice Clerk in Treasurers.

PEGGIE SPRINGSTEAD has been promoted from Thesaurus Card Filing Clerk to Instantaneous Order Clerk in Radio Recording.

JOHN TIEDEMAN has left General Service where he was Budget Clerk, to be Assistant to the Budget Officer in Executive.

LINDA VOLLRATH won a promotion from Guide to Cashier in Guest Relations.

SERVED & RETURNED

ROBERT TIEDJE has returned to Guest Relations after two years in the Army as a T/5. Bob handled the maintenance of air-to-ground communications as a Radio Operator on a C-47. He saw service in the South Pacific and CBI theaters and won the Presidential Unit Citation. He first came to NBC as a Page in September, 1944 and donned his uniform in December, 1944. Bob is now a Guide.

unsettled. You are entitled to request an interview with the Director of Personnel. If you work in an office other than New York, you can address your grievance in writing to the Director of Personnel.

FIFTH—In the event that you feel that a further discussion is necessary you may then request an interview with the Vice-President in Charge of Finance.

SIXTH—If the matter is not resolved in the step above you may then ask for an interview with the Executive Vice-President who will personally listen to your appeal.

SEVENTH—The concluding step in the procedure is a talk with our President, Mr. Trammell. You'll find that he will approach your problem with the same understanding

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SUGGESTION WINNERS

Refreshed by the new year, eleven members of the NBC family had money-making brainstormers this month. Heading the list with \$25 is Jim Connor of Communications. Jim suggested three different station breaks for WNBC which are already being used on the air. They are: "This is WNBC, New York, key station of the National Broadcasting Company," "This is WNBC, New York, pioneer station of the National Broadcasting Company," and "This is WNBC, New York, first station of the National Broadcasting Company."

The four \$10 winners were Edward Nolen, Audio Video Engineer; Lauretta Feeney, Engineering secretary; Erline Wallace, Booking Clerk in Production; and Louis Newman, Billing Supervisor in Controllers. Ted Nolen suggested fluorescent lighting fixtures over the lockers on the fifth floor, studio section. Lauretta proposed a procedure for notifying the proper personnel when new office supplies are available in the Stock Room. Erline had an idea for a new financial procedure. And Lewis Newman thought having plexiglas WNBC cigarette boxes on sale in Employee Services would be a good idea.

Charlie Phelan, Engineering Maintenance Supervisor, was one of six lucky NBCites to win \$5 prizes. Charlie's concerned signs to the Protection headquarters. Others were: Arthur Zacks of Sound Effects, Adam Reisz of International, Thomas Kerr of Guest Relations, Renee Hubert of Radio Recording, and Betty Fritz of Research. Due to Arthur's suggestion, the chemically-treated piano covers NBC uses will be stamped with warnings to prevent people leaning on them. As a safety precaution Adam Reisz suggested that all cardboard wastebaskets be replaced with metal containers. Tom Kerr won his certificate for suggesting that the Television dressing rooms be numbered. The company's women-folk will be delighted to know that there will be a television set in the Ladies Lounge due to Renee Hubert of Radio Recording. Another winning suggestion about the Ladies Lounge came from Betty Fritz, who is responsible

for having coat hooks installed in the Lunch Room.

The new Suggestion Committee for 1947 has been announced by Frank Mullen, Executive Vice-President. William S. Hedges, Vice-President in charge of Planning and Development, will head the new group, with Horton Heath of Information as Secretary and Clay Morgan and Ashton Dunn as members.



Yes, the welcome mat is always out in Personnel for your friends. Call Ext. 363 for an appointment.

TRAINING SQUAD

(Continued from page 1)

he pointed out, are not small business. They are characterized by a flexibility not found in a network contract. With no minimum time requirement, an advertiser can select his markets without having to utilize the entire network. Contracts are separate for each station involved. In addition to our own stations in New York, Washington, Chicago, Cleveland, Denver and San Francisco, the Spot Sales Department represents WBZ, Boston, KYW in Philadelphia, KDKA in Pittsburgh, WOWO in Fort Wayne, and KZRH in Manila, P. I.

In subsequent weeks the Training Squad will hear lectures on the Program Department. The key speaker was C. L. Menser, who will be followed by Tom McCray, Bob Adams, Dick McDonagh, Samuel Chotzinoff, Pat Kelly, Bill Stern and Fred Knopfke.

It is interesting to note that the average age of the Training Squad is 24½ years, that 24 have attended college (13 hold degrees), and 20 are veterans who hold service ranks from Private to Captain (AUS) and Lieutenant, SG (USN). By the end of the year, nine had advanced into positions of greater responsibility.

BLUE CROSS ANNOUNCES NEW RATES, NEW BENEFITS CHANGE TO BECOME EFFECTIVE MAY 1st

The following notice has been received by Louis H. Pink, President of the Associated Hospital Service of New York: "Due to the rising costs of hospital service it has become necessary to increase the subscription charges for all hospital service contracts. We have delayed taking this action as long as we possibly could.

"Therefore, subscription charges for your Hospital Service contract will be increased to the amount applicable to your type of contract as shown below:

Type of Hospital Service Contract	Monthly
INDIVIDUAL	\$1.00
HUSBAND & WIFE	2.20
FAMILY	2.72

"The increased rates will become effective with charges payable on or after May 1, 1947. Accordingly you will be billed at the increased rates for charges due on or after that date and your payment for such charges will constitute an acceptance of the new rates." Mr. Pink concludes his letter by saying, "We know that you will want to continue your protection, now more necessary than ever, against the unpredictable costs of hospital care."

With the announced increase in hospitalization costs, NBC's group rates for both hospital and surgical coverage will be:

Type of Contract	New Rate
INDIVIDUAL	\$1.40
HUSBAND & WIFE	2.60
FAMILY	4.52

Although no new contracts or enrollment cards will be issued, all employees now signed up with the Blue Cross will receive forms to authorize the increased deductions.

By increasing subscription charges less than 5 cents a week for individual contracts—less than 15 cents a week for husband and wife contracts and less than 18 cents a week for family contracts, Blue Cross pays more to hospitals for the care of members and offers these added benefits: (1) Instead of being limited to a daily allowance toward the cost of service in private accommodations in member hospitals, members will receive the same service benefits (except for Room and Board) as are provided in semi-private rooms, plus an allowance of \$6 per day toward the hospital's charge for room and board.

(2) Maternity allowances under the Family contract have been increased from \$60 to \$80.

(3) All "dividend" benefits now are a part of the regular Blue Cross contract. This means that members may receive a total of 201 days of

protection for each hospital admission for a different ailment—21 days full benefits and after 21 days, 50% discount for an additional period of 180 days.

Any questions regarding these changes in hospitalization rates and coverage should be referred to Corinne Pearson, Employee Services, Room 508.

TICKET REMINDER

To avoid confusion and inconvenience, anyone reserving tickets for outside contacts or clients at the Guest Relations Mezzanine Desk should follow these simple details:

- (1) Initial and surname of contact or client on the ticket envelope
- (2) List of all programs included in the envelope, plus the date stamped on each ticket
- (3) Name of sender and department, so that if any mistakes are made, the sender can be notified or the tickets returned.

ENGINEERING SAFETY PROGRAM

Twenty-three first-aid kits were in the Health Office recently being checked and re-stocked. These kits, distributed throughout the premises and at the transmitters in Port Washington, Bound Brook and the Empire State, are an important part of the Engineering Department's comprehensive safety program.

The greatest hazard to engineers and other technical personnel in radio is electricity. Prevention of accidents is the theme of NBC's safety rules, and every kind of safeguard is supplied for danger areas. At the transmitters high voltage equipment is fenced in with devices to automatically cut off current when danger areas are entered. Maintenance men are provided with "ground sticks," long insulated metal rods with which to test equipment before it is touched. Caution is emphasized and reemphasized.

Because accidents do happen, engineering personnel are instructed in resuscitation for electric shock. Many hold Red Cross certificates in this type of life-saving. Such treatments are, of course, only emergency procedure until a doctor arrives.

The Engineering Safety Program is not just a New York campaign. It extends to all our offices across the country. Our Cleveland office was recently awarded a certificate of safety from the Greater Cleveland Industrial Safety Campaign.

GRIEVANCE PROCEDURE

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and interest as the supervisor whom you first contacted.

You may be confident that in no instance will you be the victim of retaliation or discrimination because you have had the interest to make dissatisfactions known to management.

It happens at NBC

THE NEW ERA: The Mail Room informs us that with the atomic age helicopters for mailboys, and motor scooters for messengers (the latter also being supplied with flareguns to speed up rescues on the long stretch between 504 and 2M2) will be in order.

OF MICE AND . . . Eeeek! The vote was 16 to 12. That is, 16 in WNBC claim the thing was utterly illogical; and 12 still say it is. He was very small, practically a premature mouse. And the way he scuttled around close to the baseboards all during the day showed that he was quite inexperienced. But, during his two-day sway the offices in 416 were in a state of nervous alert awaiting the constantly recurring whoop—"There he is!" The male staff spent their time crawling under desks, cutting off retreats and advancing on the enemy. Secretaries backed away from the latest invasion point, eyed the tops of desks speculatively and entreated the comandos to "do something."

Of course, WNBC showed again that teamwork will win—and in a pincer movement to the right flank along the left wall, the enemy was finally captured. With which the secretaries sighed relievedly, went back to their typewriters—and informed the conquering heroes sternly that they considered them a hard-hearted, cruel lot indeed. The men are not bitter. But they are clinging to their contention. Oh, yes, 16 WNBC staff are men, 12 are women.

EN GUARD DEPARTMENT: The Don Quixote of Sound Effects, Wes Conant, was runner-up in the fencing tournament held at Madison Square Garden.

QUICK, WATSON, THE NEEDLE!: Jim Nelson and Charlie Vaill of Promotion attended the annual dinner of the Baker Street Irregulars at the Murray Hill Hotel on January 3rd. The BSI is an informal organization of Sherlock Holmes addicts and experts and includes, in addition to the aforementioned gentlemen, such people as Christopher Morley, Elmer Davis, Rex Stout, Fletcher Pratt, Ben Abramson and Manley Wade Wellman. Both Jim and Charlie are mystery story experts, Jim having recently edited "Complete Murder Sampler," which is an anthology of murder fiction; Charlie being an authority on Sherlock Holmes. His latest publication on the subject appeared in the Baker Street Journal, the official publica-

tion of the BSI. In this article he discussed various aspects of the expression, "Quick, Watson, the Needle!" Charlie has proved conclusively that not only was this most offensive expression ever used at any time by Sherlock Holmes, but, furthermore, by no stretch of the imagination could it ever have been used by the great Holmes, because it was so in variance with his character.

LITERATI, CONT'D: Jo Dine, Trade Editor in Press and former Army Major, has published a moving article called "Infantry Chaplain" in the January issue of the Infantry Journal . . . Jack Snow, Promotion Writer and past master at the art of spectral tales, has just finished his newest collection of short stories, "Dark Music," which will find its way to the bookshelves on February 11. This attractively jacketed volume contains 18 stories which run the gamut of supernatural fantasy. There is horror, stark terror, mystery, adventure and fragile beauty—all the overtones and undertones that go into weaving of the eerie realms of the imagination . . . Ernst Noth, International Writer-Announcer, is finishing his book, "Les Ponts sur le Rhine," and Joe Carroll, also of International, is working on a play in off-hours . . . Ed Mills of Television's production staff, is the author of the original story on which the Broadway play, "Temper the Wind" is based. The play, starring Blanche Yurka, opened after the New Year and received many reviews calling it one of the most intelligent dramas of the year . . . Announcer Dick Dudley submitted a story on the NBC Announcers' Feedback Club to Walter Winchell, which the latter used in his daily column.

SAINTS PRESERVE THEM: T'is a well known fact that Saint Patrick takes care of his own. So it was not too surprisin' that when Shamus McConnell (of Spot Sales) decided to take Shamus Gillis' prized secretary, Carolyn Maus, as his second girl, HE came to the aid of Gillis—a God-fearing man from Cork. HE sent him as fair a colleen as Spot has seen since Kay Murphy deserted the fold to go to work for an Orangeman. Her name is Rosemary McCarthy, begorrah, and a dark-eyed Rose of Tralee she is. Rosemary seems very happy among the kindred spirits in Spot (they call them McConnell's Black and Tans) what with Eileen Burns, Marion Sheehan, Florence Hunter, Patricia Gormley, Richard Close, Shamus Gillis, Shamus McConnell and Allan

Hughes to pass the good word with. Ah, yes, Spot is a darlin' place to work these days. In the AM it's "Top of the marnin'," and "Erin go Braugh" at night, shamrocks bloom on the window sills and shillelaghs hang in plain sight. Sure, they even have a leprechaun among them—Don Norman, whose Viking ancestors surely spent a little time on the auld sod of the Emerald Isle. Spot will indeed seem a dreary place come March 17 as they march in a group up Fifth Avenue.

HRH MISS MAIL CAGE: When Cal Wheeler, Jack Bennett, Fred Lambert, Jack Byrne, Don Meierdiercks and Al Weisbach graduated to the Stamp Cage in the Mail Room they got to thinking. During their messenger days they had a chance to observe that NBC is long on feminine beauty. Why, they asked, wasn't some recognition made of this fact? Promptly they became a committee, and, during the month of December nine NBC girls were nominated "Miss Mail Cage." The amazed, but none-the-less flattered beauties who received this honor were Doris Greene of Engineering, Adelaide Smolen of Script, Augusta Kettler of Television, Helen Rachel of Television, Hazel Maninen of Program, Doris Paterson of Station Relations, Marjorie Petry of Promotion, Virginia Raskopf of Radio Recording and Clare Callahan of Television. The climax of the contest came at the Open House at the Waldorf. The committee searched out lovely, raven-haired Doris Paterson and announcing that she had been elected the Miss Mail Cage, presented her with a box of candy. Beamed Doris, "Nothing like this ever happened to me before."

BELLS, BELLS, BELLS: Latest blushing bride in Spot Sales is Anne Pawlyshyn, Bill Roux's secretary, who tripped up on the marble aisle on February 1. And tripped right down again without the distinction of a new monicker, since, she actually found herself a lad named Pawlyshyn. New handle or not, Annie rated a shower from the other girls in Spot. It was held, with great success—and the proper element of surprise—in the 7th Floor Ladies Lounge on January 27. Her gifts were numerous—enough to warrant two weddings . . . Another trousseau gatherer in Spot Sales is Helen Knittel, Don Norman's secretary. Part of every day she turns out the lamp on her desk and types by the light of the stone on her third finger left hand. The exact date that Helen's triumphal march will take place is still a deep-dark secret but it seems certain that it will occur 'ere the Ides of March . . . Jimmy Christie, Portuguese section chief in

International, beat the gun on his own formal announcement at the International Christmas Party. He's engaged to Norma Lee Hicks—of the Virginia Hickses, suh . . . No one in the News Room had the slightest suspicion that something was happening over the week-end, but on Sunday morning the following note appeared on the log: "Mrs. Milton Burgh, wife of the News Director of the Mutual Broadcasting System, reports that she will be in the office as usual, Monday morning. Mrs. Burgh will be sitting at the desk occupied by the former Anna Burton Lindsey" . . . Miriam Clark of Music, who has been rehearsing with an unexplainable wedding ring for some months, finally announced that she will marry George Martin on February 16. She will return to her desk in Ernest LaPrade's office after a brief honeymoon . . . One Monday morning Ann Mazzola reported for work in Research wearing a beautiful gold engagement ring. A little research on our part revealed that her fiance, Daniel Kiernan Jr., is a research analyst. These two should have no trouble working out a system of saving money or beating the stock market . . . Cute 'n' blonde Shirley Thursby is the latest member of the Traffic Department to join the ranks of the "Engaged Set." The lucky man is Ted Utz, a college student. Shay says no date has been set for the wedding . . . The question as to who would be the third girl in Controllers to follow Ginny McGowan and Carol Smith by becoming engaged was settled when Gertrude Stolz came in one morning with a dreamy look in her eyes and a diamond ring on her finger. Her fiance is Harry Holden of Jamaica.

TENSHUN!: Lt. Colonel Ethel Smoak (of the Governor of South Carolina's staff) has been seen instructing the elevator operators and other variety of uniformed employees, in the intricacies of close order drill. Ethel, Horton Heath's secretary in Information, received her title upon the occasion of the Governor's last visit to New York.

OUR BEWILDERING OFF-SPRING: Here's the case of a father who didn't know his own son—photographically, that is. A picture of an unidentified, adventurous tot taken at the Children's Christmas Party, was referred to News Commentator W. W. Chaplin. Bill looked the lad over and, after consultations with various people in the office and Mrs. Chaplin, decided that it wasn't his Toby. "I could swear I bought him that suit, though!", he exclaimed.

CLAIMS TO FAME: Betty Rapp of International has been telling how

her mother inadvertently mixed plaster of paris with the cranberry sauce and came out with a highly saleable concoction—holiday-style plaster casts . . . Fred Veit, artist in Promotion, has designed the poster to be used by the United Nations to aid the world drive for peace. The poster shows a dove bringing the olive branch of peace to people of all races. The inscriptions will be printed in seven languages and distributed all over the world. Fred, a native of Austria, has been in the United States since 1940. He fled here from Vienna after the Nazi occupation . . . Clay Morgan, assistant to the President, presided at a dinner for true epicures held some months ago by Les Amis D'Escoffier Society at the Waldorf. A picture showing the eager eaters with napkins tucked under their chins appeared in the Dec. 23rd issue of *Life* . . . John F. Royal, Television Veepee, who also attended the aforementioned dinner, has been elected director of Television Broadcasters Association . . . O. B. Hanson, Veepee and Chief Engineer, has been appointed to the board of directors of the Army Signal Association, New York Chapter . . . Mary Schlorek of Research has become her own best customer for a while until she finishes decorating her own home with her oil paintings. When this pleasant task is completed she intends to continue painting for mere money . . . Doris Crooker's son Billie made the "Mask and Wig" at U. of Pa., which, Legal informs us, is no mean accomplishment . . . Nelson Olmstead dedicated a program to Production director Don Gillis recently. The show featured Poe's "The Raven" with Don's composition, "The Raven" as background music . . . We have just discovered that Emmie Hill's husband had an abstract painting on exhibit at the Contemporary Art Gallery, and another gal in Research's Program Analysis section, Harriet Bube, had several supernumery roles with the Metropolitan Opera Company . . . Adrienne Krucher, Buck Lyford's secretary in Stations, is getting ready to do it again. She's gotten herself a pip of a part in "Personal Appearance," the new play to be given by the Long Island Theatre group she belongs to. Adrienne, who is young and attractive, will appear in the role of a sixty-year-old hep-cat. Curtain time is scheduled for the end of March . . . Christmas Eve marked the tenth year of membership for GR's Rosemary Frasier in the choir of the Riverside Church . . . Ev Geiger is the Maintenance Engineer responsible for building the new electronic Applause Meter, which is the latest addition to the stock of studio equipment.

GREETINGS SUBJECTS: Jack Rayel handled the first on the scene report to WNBC of the fire on Broadway and 8th Street on New Year's Eve which was heard near the close of Ken Banghart's 11 PM newscast. Jack was notified about this special assignment a half hour in advance but didn't know until he arrived there it would be done from a telephone booth and quarters would have to be deposited in order for him to get on the air. Jack, in a tuxedo, had considerable trouble convincing police officers that he was using the booth for broadcast purposes. Immediately following his report Jack hurried to a midtown hotel to go on the air at 12:03 AM. If anything was difficult, this was, to leave a scene of tragedy and destruction for one of gaiety and celebration; then to project to the listening audience this happiness and carefree spirit that greeted in the New Year . . . Jack Costello welcomed in 1947 for WNBC from the first floor balcony of the Astor Hotel. Just before midnight one happy hotel guest minus coat and hat shouted to the throngs below, "Greetings, subjects." He was escorted out and returned shortly yelling, "Go home, peasants, it's all over, go home."

I THINK I'M GOING TO FAINT: Ingrid Bergman headed a stellar cast for the first consolidated Scandinavian Yuletide show, a 45-minute Christmas Eve greeting to Sweden, Norway, Denmark and Finland. Scandinavian actors, Metropolitan Opera stars, a mixed chorus of Danish youngsters and three consul-generals gathered under the joint direction of Niels Bonnessen and Tage Palm of International. The Weather Man tossed in some bell-clear atmosphere and the trans-oceanic audience responded warmly with post-holiday mail. But none, perhaps, quite as warmly as Alan Luks, a lad of good timing, who had the happy fortune to be walking through the fourth floor hall as Ingrid Bergman arrived, inquiring for the Swedish Section. Alan played the escort, and then—in the words of an eyewitness—"his legs would not carry him any further than the English Section, which is about three feet further on. He said, 'I suppose it's really silly to be affected like this, but I feel awfully weak, sort of.'"

T-ZONE TOPIC: Harry Williams of Air Conditioning holds the all time smoking record—26 cigars in a single 4-12 watch.

ARS GRATIA ARTIS: More than a third of Stenographic belongs to the NBC Chorus, and some of the

girls have joined the Dramatic Club. They expect to become a very arty group and will probably take to calling each other "darling."

DAILY EXCEPT SOMETIMES: Pat Denham, Analyst in Information, is experiencing the trials of a commuter. She rushed off one morning in particular minus wedding ring, commutation ticket and money. A kindly old gentleman paid her train fare, a slightly bewildered Lt. Commander paid her subway fare, all of which brought her to the solicitous arms of her co-workers who generously extended their sympathy when Pat complained of hunger at noon.

THE CUSTOMER'S RIGHT: A recent letter to International from a Swiss listener enclosed a swatch from a brown suit, and said: "Please send me a tie to match." He enclosed two pencil sketches of ties to pick from . . . Jim Myers, who sees a lot of people from the front desk in Personnel, talked to a youngster recently about work at NBC. When Jim mentioned a high school diploma as a qualification the young man's jaw dropped and he stammered, "Ya mean ya have to graduate from high school! . . . even for RADIO!"

DEPARTMENT REPORTERS

Leonard Allen—Intl.
Anne Bachner—Telev.
Mildred Barr—Legal
Barbara Bennett—GR
John Casey—GR
Kay Collins—Traffic
Phebe Crosby—Music
Walt Ehrgott—Produc.
Don Frost—Info.
Vince Genzardi—Engr. Maint.
Bill Haerer—WNBC Trans.
Kay Henderson—Cont.
Accept.
Frances Heim—Contr.
Elaine Hollywood—Traffic
Roselle Hubel—Press
Allan Hughes—Spot Sales
Arax Kazanjian—Steno.
Marjorie Loeber—Publ. Serv.
Frank Loughran—Sound
Marion Lucas—Sta. Rel.
Harold McConaghy—Air
Cond.
Florence Meyfohrt—RRD
Betty Michaelis—Purch.
Jim Myers—Personnel
Eleanor Nadeje—Ad. & Prom.
Al Saunders—Engr. Fac.
Ed Stolzenberger—Engr. M C
Agnes Sullivan—News
Elenor Tarshis—WNBC
Ed Watkins—Engr. Stud. &
Fld.
Cal Wheeler—Mail
Bob Wogan—Announcing
Will Zurflieh—Res.



LOST—In the 5th floor men's room on January 6, an Oris water-proof wrist watch. Great sentimental if not actual value. Call Frank Macaulay, Ext. 534.

TO SWAP—Four room apartment in the vicinity of Lexington Avenue and 49th Street, for a house in the suburbs. Preferably Westchester. Gerry Martin, Ext. 345.

WANTED—A 22 calibre rifle, single shot or semi-automatic. A. W. Rhodes, Ext. 8188.

FOR SALE—Long, let-out raccoon coat. Size 12. Make an offer. Frances Heim, Ext. 656.

FOR SALE—A few cans of chicken and turkey, left over from the meat-shortage emergency. Net weight per can: 2 lbs.-3 oz. Price: \$2.50. Employee Services, Room 508.



Victor Tervola, Recording Engineer, announces the adoption of a little girl, Mary Ellen. The child was five months old on January 27.

To Hugh Reilly, Air Conditioning Helper, his first child and son, on December 17. Name: Hugh, Jr. Weight: 8 1/2 lbs.

To Robert Wade, Television Art Director, his first child and son, on January 3. Name: Robert Joseph, Jr. Weight 6 lbs.-7 oz.

To Dorothy Reuse, formerly Rating Supervisor in Research, her first child and daughter, on January 5. Name: Susan Marie. Weight: 7 lbs.-5 oz.

To Howard Gardner, Research Assistant, his second daughter, on January 15. Name: Nancy Grover. Weight: 8 lbs.

To Robert Jacquinet, Sound Effects Technician, his third child, second daughter, on January 21. Name: Jean Alice. Weight: 7 lbs.-6 oz.

To John Keenan, Electrician, his fourth child, second son, on December 22. Name: Robert. Weight: 9 lbs.-2 oz.

To Vernon Duke, Staff Engineer, his sixth child, third boy, on January 18. Name: Kenneth Richard. Weight: 8 lbs.

To Rudolf Gebhart, Engineering Development Lab Assistant, his third daughter, on January 23. Name: Christine Ann. Weight: 7 lbs.

To Joseph Kane, Electrician, his second child, first son, on January 25. Name: Stephen Joseph. Weight: 8 lbs.-4 oz.

To Barry Rumple, Research Manager, his third son, on January 31. Name: Barry Townsend Jr. Weight: 7 1/4 lbs.



Vocal discovery of the evening was Miriam Lacomara of Station Relations, who did a pretty rendition of "If I Loved You."



Personnel gang (counter-clockwise), Doris Ann, E. de la Ossa, Ruth Johnson and fiancé, Berdyne Egli, Dick O'Neill, Jim Myers, Betsy Haglund.



Some came in tuxes and some in tails, and everyone had fun dancing under the "stars" to the music of the Jimmy Lanin orchestra.

Athletic Association

GLIMPSES OF THE A.A.'S TENTH ANNIVERSARY DANCE ON THE STARLIGHT ROOF OF THE WALDORF-ASTORIA

EMPLOYEE ORGANIZATION ENDS ITS FIRST DECADE IN GALA STYLE



The piece de resistance was Breast of Chicken Montmorency. Feasting are Bill Horan and Bill Ryan of the Stock Room (bottom) and their dates.



Ronald Backnik of GR squired Joan Madden of Controllers, and Dwight Worthy of Press escorted a nurse, Janice.



Obviously enjoying each other's company are International's Charlie Mangano and fiancée Katherine, Dick de Avellar and wife Mary Louise.



Chimes

NEWS AND VIEWS
OF NBC PERSONNEL
IN NEW YORK

MARCH • 1947

VOL. 5 NUMBER 1

GROWING YOUR OWN THIS YEAR?

Then Let the Modern Farmer
Help You

If you're a confirmed gardener then you haven't been discouraged by the cold March winds. Instead you've been leafing through seed catalogues and plotting an even bigger and better vegetable garden.

Tom Page, NBC's Modern Farmer, has been stocking up on lists of selected varieties of vegetables for home gardens. He will make these available free to anyone in the Company.

Says Tom, "We do not propose to know all the answers, but so far as possible we will also give any other assistance we may to home gardeners." Anyone wishing to take advantage of Tom's offer can drop in on him in WNBC, Room 416.

MANY BENEFITING FROM NBC TUITION PAYMENTS

NBC employees are education conscious since the Company announced its Tuition Payment Plan to augment their chances for advancement. As the Spring Term started, 109 employees had taken advantage of the Plan, taking courses in everything from stenography to statistics. Of this number, 58 have completed their studies. Another 37 are enrolled for the Spring Term. And 14 are still continuing their classes.

Under the NBC Tuition Plan the Company will advance tuition fees to any of its employees up to a maximum of \$50 per semester. This advance is intended to cover the tuition fees at any recognized educational institution for such course or courses as are approved by the Department Head and Personnel Department.

In addition to taking specialized courses, many NBC-ites have been attending the NBC-Columbia extension courses in radio. About 25 were enrolled in the Fall classes. Another 15 are now taking the Spring course.

MEN AND WOMEN AT WORK

At year end, 1946, there were 1762 men and 867 women on the NBC payroll—a total of 2629 persons. Of this total, 1079 men and 553 women made up the New York office.



As the deadline approaches for the March 15th income tax returns, many an NBC-ite sought out the Internal Revenue representative for advice. Here Bill Reynolds (right) of Research consults with Samuel Goodman in the Training Room.

PURCHASE PLAN FOR RCA EQUIPMENT IN THE WORKS

The long-awaited announcement of the sale of RCA products at a discount to NBC employees is now a reality. The sale, to be handled by Employee Services, will start on a small scale this month with a limited allotment of table model radios. Other allotments will follow and the number to be obtained will depend on our share of all sets provided for all RCA employees.

Due to the scarcity at present only one table model will be sold to any employee until such time as the supply is more plentiful. All sales will be on a cash and carry basis. Pictures and descriptions of available models will be featured on the bulletin boards, and employees will receive further information and order blanks by individual memo.

The sale of Victor Records will also be handled by Employee Services as soon as facilities have been arranged to take care of the volume of business which is expected. Watch for bulletin board notices announcing the record sales.

COURSE IN "GOOD GROOMING FOR CAREER GIRLS" TO BE HELD

Good grooming is a subject in which the working girl, or any girl for that matter, is perennially interested. NBC girls will therefore be interested to know that Employee Services has arranged a series of lectures this month, to be given by Dorothea Berry, Education Director for Helena Rubinstein.

The lectures will cover the following subjects vital to good grooming: posture, skin care, purposes of different creams, make-up, lipstick shades and tricks of application, powder, hair styles, fashion and make-up for different types of individual, charm, self-assurance, personality, courtesy, professional ethics, voice, fashions in accessories and costume jewelry.

The lectures given by Miss Berry on good grooming will also include visual demonstrations.

To be held in one of our studios, the lectures will take place shortly after office hours. All NBC women are welcome to attend free of charge. Watch for the announcements.

NBC HOST TO 18 MILLION GUESTS

NBC entertained in its New York Radio City facilities 18,083,968 guests from 1934 through 1946! This was the astounding figure compiled by Paul Rittenhouse, Manager of Guest Relations.

Of these, 12,133,800 were broadcast guests, either of clients or the network, and 5,950,168 were conducted on tours of the NBC facilities. The latter figure does not include the hundreds of thousands of servicemen and women who toured NBC without charge.

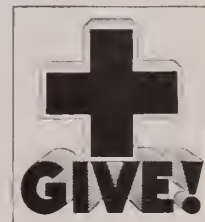
"CHIMES" CELEBRATES FOURTH ANNIVERSARY

With this issue, Chimes starts its fifth year. Reaching such a venerable age gives the editors a fine opportunity to voice, through their favorite medium, their thanks to their loyal readers. We hope we have pleased you, entertained you, and informed you about the company you work for and the people you work with.

Chimes also acknowledges the help of a faithful staff. A salute to each and every one of the Department Reporters listed on page 5. A salute to those who have contributed articles that have enlivened our pages. More salutes to Promotion's Production and Art Divisions, to Press's Photo Division, and to the Mail Room. Yes, to all of them, very special thanks are due.

Now, Chimes reader, won't you let us hear from you? Chimes is an employee publication. The editors are anxious for your endorsement. They want to know what you like or don't like. What you want to read about is what we'd like to write about. Tell us, won't you? Just drop us a line—or better yet, come in for a chat. You'll find us in 508.

The warm heart of America expresses itself through the Red Cross. Upon your generosity depends the success of this great humanitarian effort.





CORINNE PEARSON, *Editor*
LUCILLE SHARP, *Managing Editor*

A MESSAGE FROM THE PRESIDENT



Niles Trammell

As you all know, NBC is one of the wholly owned services of Radio Corporation of America. RCA itself is a publicly owned corporation, with a net worth of \$101,876,817. It has some 215,000 stockholders—men, women and institutions, no one of whom owns as much as two per cent of RCA's stock. They own RCA, and are therefore the actual owners of NBC.

Every year RCA mails to each stockholder a report of the operations of its various services during the previous year, together with a consolidated financial statement. The statement for 1946 shows the following gross income:

RCA (chiefly the manufacturing business)	\$159,959,655
NBC	61,067,034
RCA Communications & Radiomarine Corporation	19,946,709
Less intercompany transactions (subtract)	3,992,628
Total gross income	\$236,980,770

Translating the above table into simpler figures, the average dollar that the RCA family received in 1946 came from the following sources:

RCA	67.5 cents
NBC	25.8 "
RCAC & Radiomarine	8.4 "
Less intercompany transactions	1.7 "
	100.0 "

What happened to this gross income? Here is where it went:

Cost of raw materials, supplies, rent, research, sustaining program talent, payments to affiliated stations, administration, and other operating expenses	\$124,442,329
Wages and salaries	90,990,036
Taxes	5,292,942
All other expenses	5,270,410
Dividends to stockholders	5,924,137
Carried to surplus; in other words, ploughed back in the business	5,060,916
	\$236,980,770

The first and largest item is mostly the cost of necessary goods and services bought from others. If this figure were analyzed, the major portion of it would be found to represent wages paid to workers outside the RCA family. For example, in the case of NBC, sustaining program talent expenses are wages; payments to affiliated stations help to meet the station payrolls, etc. At the year-end RCA was furnishing direct employment to 39,361 men and women, and indirectly was providing jobs for many thousands more outside our own companies.

I think these figures are interesting, not only with respect to RCA, but also because they furnish an illustration of how a large business operates under the American enterprise system.

THEN...AND NOW

"It will probably surprise you but I started out to be a doctor," announced Bill Buschgen, Salesman in National Spot Sales.



Bill Buschgen

William Beverly Buschgen is a tall thin man with a crooked grin and an easy, friendly way of talking. And, like so many young men at NBC, his career began in Guest Relations. Actually, though, his story begins at Lafayette College when he was a pre-med student.

At Lafayette, Bill took time out from the lab to do a radio show called "Your College Reporter" on the local Easton, Pa. station, WEST. He found the experience so stimulating that he revised his plans in favor of broadcasting. After graduation he found himself on his way to New York and NBC.

Bill started as a Page in Guest Relations. This was in 1938, when his ambition was to be an announcer. These hopes were quickly dimmed after several auditions. "I was awful," he recalls. But by that time he had become a Guide and the enjoyment he derived from talking and being with people spurred his interest in another field of radio—sales.

While Bill's ambitions crystallized, he continued up the Guest Relations channels from Guide to Guide Trainer to Control Desk Clerk. Then, in July of 1940, he was transferred to Research to work on the all-county survey and later to do reports and estimates for Sales Traffic. Gradually he was absorbing all the complicated details of getting a program on the air.

Twenty-two days after Pearl Harbor, Bill became a Private in the Army. Nine months later he was a First Sergeant and was assigned to OCS at Fort Monmouth. Shortly after winning his bars he shipped overseas, won two battle stars and his Captaincy before returning to the States again. The Army had a way of proving what a man had to offer in leadership and administrative ability. Bill passed the test with flying colors.

After 4½ years in uniform, Bill returned to NBC and talked over his future with an interviewer in Personnel. He still wanted to get into sales, but no opening in that field was available. He was offered a job as a Statistician in Research until such an opening did occur. He took the job, which he considers a lucky break because it familiarized him even more with ratings and other special studies used constantly as sales ammunition.

Only five months later, a vacancy did occur in the National Spot Sales

PROMOTIONS

EUGENE ALEXY is now a Secretary-Clerk in the Mail Room, a promotion from Outgoing Mail Clerk. DONALD AXT has been promoted from Recording Messenger to Recording Clerk in Engineering.

EARL BARRY goes from Messenger-Clerk to Packer in Engineering. HELEN BEEBE has been upped from Receptionist-Clerk to Clerk-Typist in National Spot Sales.

CHARLES BENNIS goes from Assistant Transmission Engineer to Recording Supervisor in Engineering.

JEANNE BUCKEY has been promoted from Cashier in Guest Relations to Executive Receptionist in General Service.

ANNA CAREY leaves General Service where she was a Typist to be a Steno-Clerk in WNBC.

JOSEPH CERVONI has been promoted from Messenger Clerk to Night Postoffice Clerk in the Mail Room.

WILLIAM FORRESTER won a promotion from Mail-Messenger to Outgoing Mail Clerk in General Service.

ARTHUR HAMILTON has been upped from Billing Clerk to Accounting Clerk in Radio Recording. JEANNE HOOSE goes from Guide to Cashier in Guest Relations.

STEPHEN RIDDLEBERGER, formerly an Accounting Clerk, is now an Assistant Accountant in Radio Recording.

ANN SCUDERI goes from Steno-Clerk to Secretarial Assistant in WNBC.

ECONOMY SUGGESTIONS WANTED

The Suggestion Committee announces that it is planning to make liberal awards to any NBC employee who submits a suggestion or suggestions that can be used to effect efficiency and economy in company operations. They ask you to give the matter deep thought and address your suggestions to Ashton Dunn, Room 508.

Department for which Bill Buschgen was chosen. "Everything has certainly broken right for me at NBC," he exclaims. "Now I want to stick with Spot Sales and see how far I can climb."

As the junior salesman, Bill has a small office and a busy telephone for contacting agencies and clients. Just stop him in the hall some time and ask him how he likes his new job. He'll smile broadly and say, "As far as I'm concerned there is no other business!"

THEY PLAY BACK THE BEST IN RADIO



Piping the audition recording of a new variety show to a clients booth, is Ruth Ready, Playback Operator in Engineering Recording. Ruth, who has been with NBC since 1943, says, "Program-wise, we're the best informed people in the company." Records played average 60 a day.

Tucked away in a secluded hallway on the seventh floor is a tiny room known as Playback. Its walls are lined with stacks of sixteen-inch records representing a gold mine of radio art. Its floor space is occupied by a battery of turntables. Its loudspeaker blares a day-long succession of everything from Toscanini to daytime serials.

Playback, an adjunct of Engineering Recording, is manned by two attractive women. Ruth Ready, who bears a startling resemblance to Greer Garson, handles the technical operations. Betty Brand, a winsome brunette, does the paper work. Both manage to clock an astounding mileage between stacks, turntables and telephones in Playback's small perimeter.

Playback's duties have continued to increase until it now services all departments concerned with programming. With four wire channels and five turntables at its disposal, recordings can be played in Playback and heard by anyone having a loudspeaker on the selector system merely by dialing into a designated channel. This method, known as the selector system, means that each connecting loudspeaker and dial has a selector switch with access to a hundred lines, terminated at a multiple bank behind the Master Control Room, from which the program is selected. By just dialing a person can listen in to not only the current NBC program, but studio auditions, or, as in this case, a recording being played in Playback.

The Playback service is used for many purposes. Tom Page, our Modern Farmer, came up to lend a seri-

ous ear to the recording of one of his broadcasts in which he described the mouth-watering experience of having biscuits and chicken gravy for breakfast. A phone call from Radio Recording's Programming Manager, Bert Wood, asked for a hearing on an audition for a children's program based on the Uncle Remus stories.

Network and Spot Salesman have recordings of broadcasts played for demonstration purposes. Recordings can also be piped to the Stenographic Division, where portions are recorded on dictaphone cylinders for transcription on to mimeographed releases. The Program Analysis section of Research dials in to hear selections from programs to bring their statistical records up to date. And, of course, Radio Recording constantly calls on Playback to play representative selections from the Thesaurus and Syndicated libraries for clients and prospective subscribers.

In fact, Playback has become so busy that it has been necessary to set up a listening appointment sheet because the four channels available still are not adequate to handle the number of requests. A day in which sixty records have been played is considered light.

It has been only in recent months that Playback has established a complete library of Thesaurus and Syndicated shows. The Thesaurus library includes almost 450 records of every kind of musical recording, from mood music that may be used by small stations as a background effect for dramatic shows, to full-length instrumental programs. Ac-



Checking in a batch of new pressings made at the Victor plant in Camden, N. J., is part of Betty Brand's job in Playback. Betty keeps logs for recordings of network programs, auditions and the Radio Recording Thesaurus and Syndicated shows. Each is carefully catalogued.

tually, there are two complete Thesaurus record files. One is kept intact at all times. The other is a working library for the use of Radio Recording. In December last, NBC had some 342 subscribers to Thesaurus alone.

NBC's Syndicated shows are package programs of all types. Many stations all over the nation depend on them in order to program their listening time.

The newly installed stacks in Playback contain not only the Thesaurus and Syndicated libraries, but

auditions, new pressings, and line recordings of recently recorded NBC network shows. The latter are cut on lacquer-coated aluminum disks and contain everything heard on the basic network from 8 a.m. to 12 midnight. These are filed by date and time rather than by title, are kept for a month before turning them over to Central Files for permanent storage. Three different logs are kept for recordings to be tested, line recordings, and the Radio Recording series. Each one is
(Continued on Page 6, col. 4)

SUGGESTION WINNERS



It was a happy day when Jim Connor of Traffic (second left) was presented with his award certificate and \$25 by Easton Woolley, Director of Station Relations. Jim had an outstanding idea for local WNBC station breaks. On-lookers are Harry Woodman, Traffic Manager, Daisy Abramson and Doris Paterson.

It happens at NBC

Don Meissner, telephone expert in General Service, member of the Collegiate Chorale and NBC Chorus, was recently heard asking if anyone had heard his new *Concerto for Two Fingernails and Upper Lip—Diminished*. The composition has no key—it keeps changing, particularly when the wind is blowing . . . Songs composed extra-curricularly by members of the Music staff have found that which is longed for by all songwriters: a publisher. Bill Young's "Amber Eyes" is being put out by BMI; Bill Paisley's "Do Ya S'Pose" by John Church; and Brown Furlow's "Love's a Lovely Thing" (featured recently by Gordon MacCrae on Teentimers) by Dial Music.

SECRET HEART—Win Mullen, Marion McDonald, Pinky Green and Gloria Fuchs, all Engineering secretaries, are still puzzling over the valentines they got from one Charles Klurber. They don't know anyone by that name. Spelled backwards he's Selrach Rebrulk. No clue there. But judging from the look on the faces of the engineers who walk in and out of the Wankel-Gallant-Clark offices, the gals are the only ones who *don't* know Mr. Klurber. They intend to find out, though, even if they have to enlist the services of George Monahan, chief of the Protection office across the hall.

PUBLICATION-WISE—Irene Kuhn, Assistant Director of Information, provides some interesting news. March 4th witnessed the presentation of a new book entitled

"Deadline Delayed" at the Overseas Press Club annual dinner. The book, published by Dutton, is made up of chapters by several overseas correspondents. Mrs. Kuhn (one of the founding members of the club) tells the hitherto unpublished story of her trip from Shanghai to Kiangwan during which she visited the jail cells and courtmartial room and execution grounds of captured members of the Doolittle raid. At tea, the Japs set a box in front of Mrs. Kuhn containing the ashes of one of the executed fliers. The chapter is eloquently titled "Tea and Ashes." The book has been selected by the Non-Fiction Book of the Month Club. Royalties are to go to the Correspondents Fund of the Overseas Press Club maintained for needy correspondents or their families. . . . Bill Reynolds, member of Research, had an article published in the *Psychometrika*, a journal of psychology statistics. The article was an involved technique of using IBM equipment to solve highly complex statistical problems . . . Three members of Press have contributed articles on radio to the Book of Knowledge—Jim Miller on the News and Special Events Department, Arthur Oppenheim on the daytime serial and Al Kastner on sportscasting.

IN THE KNOW—Mauritius Kahn, International writer-announcer broadcasting in German from 4K (the Fish Bowl), baffled a couple who had stayed in the hall while the rest of their tour party huddled inside the News Room. The pair could

hear Kahn speaking, but the German puzzled them. They eyed him curiously, first from the left, then from the right, until finally the woman said, "Who is he, anyhow?" But the man just kept on studying Kahn, from the left, the right, the left, the right, while the German words kept rolling merrily onward. Finally his face broke out in a great smile of satisfaction. "Why, of course," he beamed, "I know who that is. That's Kaltenborn—warming up."

PERAMBULATING PROMOTION—Judge A. L. Ashby, Legal head and newly re-elected chairman of the Radio Broadcasting Division for the New York Legal Aid Society's 1947 fund-raising campaign, gets a kick out of seeing the Parade of Stars in Bronxville. This particular pageant consists of the Morning-STARS—his daughter Marjorie wheeling the new twins, Barry and Doug, with their daddy, Joe, bringing up the rear wheeling 15-month-old Bruce.

I LOVE THE JAVA—Mildred Kalbac, Publication File Clerk in Press, had her first cup of coffee at lunchtime on February 3rd. Up to that time, tea placed first on Mildred's list. Now, coffee runs a close second.

WHAT'S IN A WORD—Suzanne Perrin, Bob White's blonde secretary in Network Sales, spends a lot of time with her dictionary and encyclopedia. Reason: She creates crossword puzzles. She has already sold two to the Herald-Tribune—one for the daily (\$5) and the other a Sunday diagramless (\$7.50). Four others are waiting to be accepted. Sue says she's satisfied to confine her efforts to the small puzzles, however. Making all the across and down words fit in a big Sunday puzzle just isn't worth the \$15.

YO HEAVE HO—And pass the onion skin. Not only can they pound a mean typewriter, but WNBC's Mary Burns, Peggy Breese, Fran Carlson, Flo Lurie, Wini Schaeffer and Elenor Tarshis can now give you any information you need on radar, flight decks, deactivation and aircraft carriers in general. The six were luncheon guests of the Commanding Officer of the USS Wasp, Bayonne Naval Depot, on two Saturdays (February 1st and 16th) before the ship, scene of several WNBC remotes, was deactivated.

THE TIE THAT BLINDS—We're not exaggerating when we say we've seen the flashiest tie this side of Broadway. It's worn with great pride by Ken Arber, Studio Engineer. Made by Ken's bride, it is midnight blue with his initials sewn on in multi-colored sequins. In spite of the furor the tie has caused among

his colleagues, Ken insists he wants more of the same in an assortment of colors.

ODDS AND ENDS—Public Service's Margaret Cuthbert was the picture of dejection. Only a few hours before she was to fly to Captiva Island in the Gulf of Mexico for a mid-winter respite, she was notified that all trips had been cancelled. For a reason yet undetermined thousands of fish in the island waters had died and washed ashore. 'Nuff said. . . . Betty Michaelis of Purchasing dabbles in oil paints for fun. She's done some still-lives and landscapes, but the masterpiece of which she is most fond is a horse everyone mistakes for a mule. She framed it, anyway. . . . Jeanette Kriendler, the News Room's business manager and a native New Yorker, says the trouble with California is that there's nothing to worry about. . . . Helen Clarkson, Alice Kennell, Rosemary Frasier, Joyce Lester and Muriel Morgan, who comprise GR's Ticket Division, took their mothers to see the current Broadway hit *Lady Windermere's Fan*. They all had dinner together after the matinee. The girls and mothers got along famously—so much so that a similar outing is being planned with their dads as escorts. . . . On the first real stormy February day, amid the hustle and bustle of the daily routine in Purchasing, you could hear Edna Kane telephoning instructions to her dad to meet her at the bus stop with an umbrella. Special precautions were in order as Edna was wearing her beautiful new beaver coat. . . . No, the girls in Steno haven't had a convention in Florida. Neither have they acquired a sun lamp. The truth of the matter is that the department is taking part in the testing of a new pancake makeup. Most of the girls received the product before noon and came back after lunch wearing a glow of health and beauty.

DOG DAYS—If you've ever wondered how elated a new father can get, you should have looked into Spot Sales the day Jack deRussy's pedigreed bird dog, Gypsy, gave birth to twelve little gypsies. The long-awaited event took place—or started—about 6 in the morning. Jack called in breathlessly about 9 to say he'd be a little late 'cause Gypsy had already delivered three pups but there were more to come. Spot immediately dispatched a telegram to the deRussy menage, which read: "We leap with glee, and whelp with joy—whom do you suspect? (Signed) Kilroy." Jack showed up later in the day exhausted but happy, and proud as Papa Dionne. Only ten of the offspring survived the ordeal but they were in fine shape—and two of them needed a foster mother; Gypsy had



Tex "How are Things in Glocca Pressa" Moore with friends (Hex and Vex). The magic cigar they have just presented controls the quality of his press releases (NBC, Monday through Friday, 9 a.m. to 5 p.m., EST).



Another kind of cheesecake—Agnes Sullivan of News and Violet Young of Press illustrate the "Bring Your Own Lunch Club" principle as put forth by Maggi McNellis in a recent issue of the American magazine.

outdone herself... Recording Engineering's Virginia Anthony is in the limelight for two reasons: 1. She dropped a 17½" aluminum disc on her small sized foot and messed it up a bit (the foot, that is. The record came out unscathed). 2. Her Pekinese is casting shadows of herself any day, and the whole Recording Division is betting on the number and sex of the expected pups. Mary Bell has been asked to be the godmother to the additions to the Anthony menage and is already thinking up ridiculous names for them... Dog-fancier Don Bogert of Employee Services took in the Westminster Kennel Club show at Madison Square Garden on Lincoln's Birthday. He came out convinced that his prize cocker, Gloryhill Gambler, would have cleaned up in the puppy and novice classes.

SCOOP!—Add to the list of perfect secret-keepers, Tony Provost, WNBC's Program Manager, who with this issue announces to his colleagues in 416 and all NBC his recent marriage to the former Mrs. Serafine Fallah.

AISLELAND MAGIC—Once upon a time, in a Far Countrree called Tex-us, there was a Young Hero who mightily admired a Fair Maiden from afar. But being shie, he did not make his admiration known. Instead he left Tex-us to fight in wars abroad and then came to seek his fame and fortune in the wondrous Place of the Deep Canyons, yclept Nooyork. Now, it transpired that the Fair Young Maiden also came to seek what she could find in the Spire City. The Young Hero, although he knew of this, did not make himself known to her. One day there came to

him certain men seeking the story of a beauteous maid from a foreign land for their Mag-uh-zeen. Our Hero told them of the Fair Maiden, of her fairness and charm. The men from the Mag-uh-zeen were impressed, but fearing lest she not understand their strange speech, they besought him to be their emissary. He agreed. So, day after day he spoke softly to the Fair Maiden the words of the Mag-uh-zeen men, and lo and behold before many moons had passed, he was speaking too those of his heart—and she remained to listen. And—oh, well, they're en. now and sometime this sun. they'll be mar. and his name is Ben Kaplan of WNBC and she is Anne Burkhart from Lord & Taylor's, both from the U. of Tex... Everything seemed normal in Traffic until Elaine Blau announced the fact that she had become engaged over the weekend and was planning to be married in June. The lucky boy is Phil Scherl. Mary Collins then chimed in that she had gotten her wedding dress, and is being married May 3rd. Not to be outdone, Shirley Thursby, who recently became engaged, announced that she and her Ted had set the date over the weekend, too. The date for Shay is August 23rd. On hearing these events, Fred Kenworth of Communications came in to give the girls a few pointers. It was Ken's 39th wedding anniversary... Jeanne Bishop, secretary to Gordon Webber in Radio Recording, said her "I do's" at an early morning wedding, February 1st. The bridegroom was Walter Lang. They honeymooned in Bermuda... Fran Johnson of Thesaurus and Syndicated Sales in Radio Recording announced her engagement February 8th to Charles Fetzer, a former

Army Captain with service in China... Chalk up Eileen Healy of Program Supervision in the change-of-status column. On February 8th, after somehow conjuring up an apartment, she became Mrs. Austin E. Titus. This ends a couple of months of office conversation centering around church bells, orange blossoms and Emily Post... Bob (Main Hall) Holt of GR is now subsisting on coffee and doughnuts. Why? Well, just look at the third finger left hand of Miss Ellen Timpy and you'll understand. Their engagement was announced at the AA's Waldorf Supper Dance... Two other members of GR have trodden down the aisle. Pete Tintle, Assistant Manager in charge of tours, married former guidette Jacqueline Ragsdale at The Little Church Around the Corner on Valentine's Day. Johnny Hargreaves, Desk Clerk, is now married to Mary Aileen Ewart, former receptionist... Cupid found its way to Engineering Recording, too. Charlie Pruzansky, Py like in pie to his associates, asked the fatal question and she said yes. That far away look in Py's eyes is actually focused on June, or so our fairly accurate rumor system has it.

AM AND FM IN THE AM AND PM—With the complicated factors ever present in the sale of Spot time, it does one's heart good to come upon an oversimplification of station policy. When Westinghouse Radio Stations were recently engaged in changing their rate structure, W. B. McGill, famed Advertising Manager of Westinghouse, sent Jim McConnell the following description of plans:

"Dear Jim:

Before we finally give the printer a go-ahead on our rate cards, I would like to have your reaction on the following informational paragraph.

New rate structures, covering both AM and FM are announced. Both AM and FM facilities will be offered in both the AM and PM. While both AM and FM will be available concurrently, at certain times in both the AM and PM, AM and FM will not be so available throughout all of the AM and PM. For example, AM, 5:45 to 12M becomes PM after 12M and remains so until 12M again becomes AM, at which time there is no FM (or PM either, for that matter) but there is AM—AM in the AM, that is. There is no FM in the AM, but there is FM in the PM. While there will be FM available along with AM (it being then PM) FM will cease at 10 PM leaving only AM for the rest of that particular PM and the slop-over from 12 M into AM. There is very little that can be done about it.

No hurry... take your time."



RADIO FOR SALE—National HRO factory-reconditioned coils covering 1.7 to 30 MC, new tubes, complete with power supply, less speaker. \$225. R. Potter, Ext. 8490.

LOST—Charm bracelet with about 10 silver charms including NBC mike, American flag, Charlie McCarthy, telephone, lorgnette—on February 14. Reward. Peggy McNeany, Ext. 575.

STORK TALK

To Ashton Dunn, Personnel Manager, his second daughter, third child, on February 6. Name: Susan Stryker. Weight: 6¼ lbs.

To Arnold Bacon, Receiving Set Supervisor in Engineering: a daughter, on February 14. Name: Marion Elizabeth. Weight: 7 lbs.-13 oz.

To Gordon Webber, Supervisor of Continuity Writers in Radio Recording, his second daughter, on January 24. Name: Dorothea Pat. Weight: 5 lbs.-13 oz.

To Edwin Taffe, Guest Relations Page, his first child and son, on January 28. Name: Gregory Edwin. Weight: 9 lbs.

To Allan Kalmus, Television Editor in Press, and Jane Waring, former writer in Press, their first child and daughter, on February 19. Name: Susan. Weight: 5½ lbs.

DEPARTMENT REPORTERS

Leonard Allen—Intl.
Anne Bachner—Telev.
Mary Bell—Engrg. Rec.
Barbara Bennett—GR
John Bloch—Program
John Casey—GR
Kay Collins—Traffic
Phebe Crosby—Music
Walt Ehrigott—Production
Don Frost—Information
Vince Genzardi—Engr. Maint.
Bill Haerer—WNBC Trans.
Kay Henderson—Cont.
Accept.
Frances Heim—Controllers
Elaine Hollywood—Traffic
Roselle Hubel—Press
Allan Hughes—Spot Sales
Arax Kazanjian—Steno.
Marjorie Loeber—Publ. Serv.
Frank Loughran—Sound
Marion Lucas—Sta. Rel.
Harold McConaghy—Air
Cond.
Florence Meyfohr—RRD
Betty Michaelis—Purch.
Jim Myers—Personnel
Al Saunders—Engr. Fac.
Ed Stolzenberger—Engr. M C
Agnes Sullivan—News
Elenor Tarshis—WNBC
Ed Watkins—Engr. Stud. & Fld.
Cal Wheeler—Mail
Alice Wilson—Legal
Bob Wogan—Announcing
Will Zurflied—Research

Athletic Association

FRANK MULLEN TO DONATE BRIDGE TROPHIES

Our executive veepee, Frank Mullen, who is an enthusiastic bridge player himself, has announced that he will donate a trophy for the A.A.'s Bridge Club. Although the trophy is still to be chosen, here is the general plan. There will be one large challenge cup and two small cups. The latter will be awarded permanently each year to the winning pair. The large cup will remain in the hands of the AA for display. It will be named for its donor.

So far, here are the chief contenders for the Frank E. Mullen Bridge Trophy as announced by Al Saunders. Al, who is from Recording Engineering, is the chief in charge of the Bridge Group. Averaging the first three scores of the winter series, Merwin Elwell and Ira Skutch of Television are tied for the lead with 67.4%. Al Saunders holds second place with 63.6. They are followed in this order: Allan Hughes of Spot Sales, 56.6; Gerry Martin of Network Sales, 56.5; Florence Lurie of WNBC and Margaret Riebhoff of Traffic, 52.1, Mike Boland of Controllers and Helen Davis of 48.4; Rita Alevizon of Radio Recording, 44.3; and Victoria Mack.

These duplicate bridge sessions take place on alternate Tuesdays in one of our studios. Call Al Saunders if you're interested in joining them.

TRAFFIC TEAM LEADS BOWLERS

Bowling still remains NBC's most popular sport. The Thursday competition is hot and heavy with the Traffic team still in first place with 52 games won. Controllers follows with 48 games to its credit. The stars of the league are George McElrath of Engineering, who leads the men with a high game of 253 and high series of 624, and Joan DeMott of Controllers, who holds both first places among the women with 228 and 575.

As far as the individual averages of 160 or over are concerned, Frank Mocarski of General Service heads the list, followed by Jack Treacy of Radio Recording and Bob Burholt of Controllers. Joan DeMott of Controllers and Mary Ruiz of Press hold first and second places in the individual women's averages of 130 or over.

This is how the bowling record looks from here:

TEAM	WON	LOST	TEAM	WON	LOST
<i>Traffic</i>	52	20	<i>Radio Recording</i>	35	37
<i>Controllers No. 1</i>	48	24	<i>Air Conditioning</i>	35	37
<i>Construction</i>	46	26	<i>Gremlins</i>	35	37
<i>Engineering</i>	46	26	<i>Radio Rogues</i>	32	40
<i>Controllers No. 2</i>	41	31	<i>Audio Video</i>	31	41
<i>Promotion</i>	41	31	<i>Spot Sales</i>	25	47
<i>General Service</i>	37	35	<i>Recordettes</i>	23	49
<i>Gadgeteers</i>	35	37	<i>Set Ups</i>	14	58
HIGH GAME—MEN			HIGH SERIES—MEN		
George McElrath	253		George McElrath	624	
Bob Burholt	252		Bill Bork	616	
Ed Prince	233		Bob Burholt	614	
Al Frey	232		Jack Treacy	594	
Jack Treacy	227		Frank Opsal	585	
HIGH GAME—WOMEN			HIGH SERIES—WOMEN		
Joan DeMott	228		Joan DeMott	575	
Mary Ruiz	206		Anne Surowitz	550	
Anne Surowitz	197		A. M. Caramore	475	
Helen Walker	196		Mary Ruiz	469	
			Helen Walker	464	

Pete House, who is chairman of the Bowling League, is asking for volunteers to act as substitutes when vacancies occur on the various teams. Anyone interested in bowling should contact him on Ext. 579.

TWO NBCites FIND OUT HOW THINGS REALLY ARE IN GLOCCA MORRA

Recently, Radcliffe Hall, NBC announcer, and Dennis Dalton, NBC news writer, parlayed a story from Columbus, Ohio, about a search for Glocca Morra into a feature on the noon newscast that has given NBC wide publicity. The sequence of events was as follows:

The original story out of Columbus was about the city editor of the *Columbus Citizen* trying in vain to put through a telephone call to Glocca Morra in Ireland to find out how things were there that day. Finally, he cabled Irish Prime Minister Eamon de Valera for help. All this we put on the air.

Next day, Rad Hall got a letter from Mrs. Kathy O'Connor of Staten Island, saying she knew where Glocca Morra was and that it was a little hamlet in County Donegal. This went on the air that noon. After the program went off the air, the United Press called to get further details about Mrs. O'Connor, apparently having monitored Rad's newscast. That produced a feature story on the UP radio wire that evening, crediting an NBC newscaster for finding someone who knew the location of Glocca Morra.

Next day (February 27), the UP radio wire AND the UP's regular news wire moved another story with

NBC credit, elaborating on Mrs. O'Connor's statement with further details the UP obtained itself. Also, another UP story moved with a Dublin dateline, telling of a UP reporter (named McDonnell) who went out to look for Glocca Morra without success. The lads in Killybegs (County Donegal, of course) said there was no such place and came back with the rejoinder: "Where's Podunk in the United States?"

But the answer to "How are things in Glocca Morra" seems to have been supplied by Mrs. O'Connor's cousin's daughter, who recently wrote home from Killybegs—"You can have this place. Give me the moon over Brooklyn."

PLAYBACK

(Continued from page 3)

carefully signed in and out. The girls proudly announce that none has ever been lost.

The Playback Room and the girls that keep its telephones answered and its machines turning, is another one of the interesting facets of a very interesting company, the National Broadcasting Company.

NEAR-CHAMPS

Breathtaking Game Ends Basketball Season

Playing good ball throughout the entire game, the NBC Basketball team was nosed out of the Rockefeller Center League championship in a thrilling final game played March 3rd in the Rockefeller Center Gym.

The first half proved to be a nip-and-tuck affair with the score seasawing first to one side and then to the other. Campbell-Ewald, the opposing team, built up an impressive score after the start of the second half and though NBC came very close towards the end, they were never quite able to catch up. The final score was 22-26, with Campbell-Ewald the new champs.

The NBC team, captained by Dean Kearsh of Research, became eligible for the championship playoff after defeating the ABC team in a game just two weeks before. Although our team was disappointed in the final outcome, they had reason for satisfaction. In only their second year of play, the boys made a fine showing. Members of the playoff team

included Kearsh, Kerr, McCabe, Kromer, Stahlberger, McKenna and Byrne.



At the top of a toss-up is Dean Kearsh, captain of the NBC Basketball team. Team lost Rockefeller championship in exciting play-off against Campbell-Ewald.



Chimes

NEWS AND VIEWS
OF NBC PERSONNEL
IN NEW YORK

APRIL • 1947

VOL. 5 NUMBER 2

RADIO DRAMA CLUB COMPLETES FIRST THREE PRODUCTIONS

The NBC Radio Drama Club got off to an ambitious start last month with an original enrollment of more than 80 wishful Welleses, meditating Mooreheads, courageous Corwins, groundwork Grauers, and a flamboyant character who identified himself as Vitamin Flintheart. The fact that only half the members were employed in the first three productions didn't discourage a full group from turning out for the first general meeting and "critique" on February 28.

The first show, *Surprise Witness*—a whodunnit with a court-room twist—was directed by Jay Seibel, formerly of Production, who put Wayne Howell, Jack Kuney, Pat Lane, Roger Tuttle, and company through some suspenseful paces. *Henry Aldrich*, the next production, was drawn to the life by Jack Beecher and Dick Schneider as the precocious Henry and Homer, with Jack Dillon and Ruth Norris as their harrassed parents. Sam Monroe directed the show, which was complete with hilarious musical bridges and "Grapenuts Flakes are good, by Jimminy, etc.," sung with authority by Mary Jane Orth and Don Meissner.

Ray Levine directed an experimental drama, *City of Silence*, which extended the varied talents of Ken Banghart, Ann Taylor, and a frantic Gene Lynch—engineer for the shows—who was charged with a fistful of filters and mike effects.

The general meeting, at which recordings of the three productions were played back, afforded the Radio Drama Club its most interesting stimulus. Presided over by Production's Bob Adams, the session evoked a wealth of listener-and-self-criticism. This proved of great benefit, not only to those who took part in the shows, but to the people who would be engaged in the club's future productions. Directors, actors, and studio associates (music, sound effects, etc.) withstood the fire of the group's judgment, but not before the participants had risen in vociferous defense of their tech-

(Continued on page 6, col. 4)

BIG YEAR FOR SPEAKERS BUREAU

The activities of the NBC Speakers Bureau for 1946 reveals that bookings were made direct by the Bureau or reported to it by speakers who arranged engagements personally for

150 talks by
51 speakers from
22 departments, appearing in
54 cities of
13 states

Of these, 102 were booked directly by the Bureau and the balance were filled by direct contact with the individual speaker who, in each case, reported his engagements to the Speakers Bureau as they were made (and include about 46 filled by Doris Corwith in behalf of the Public Service Department).

A wide variety of organizations such as men's and women's clubs, business associations, religious groups and schools and colleges selected some phase of the radio industry as the theme for their meetings.

The Speakers' Bureau is operated by the Information Department.

TEN YEAR DINNER DATE SET

The induction of the new Ten and Twenty Year Club members will take place on Monday, May 5. The occasion will take place in the Grand Ballroom of the Waldorf-Astoria.

By having the celebration in May, the induction returns to the month it has been traditionally held in the past. Last year the affair took place in November to coincide with the Company's twentieth anniversary.

The 20 Year Club members to be inducted are William Bloxham, Gustave Bosler, Alice Brazee, Alfred Christopher, William Clarke, Walter Damrosch, Paul Dumont, Henry Gabrielson, Melville Greene, Charles Grey, Joseph Kent, Steere Mathew, Hugh McGeachie, Philip Merryman, William B. Miller, Marion Murray, Granville Peers, Robert Sharpe, Ella Sheil, Gordon Strang, Andrew Waddell, Helen Walker, Jens Wies, and Roy Witmer. In addition, 51 will receive their 10 Year Club buttons.

Niles Trammell, President, and Frank Mullen, Executive Vice President will preside, with Dr. James R. Angell acting as toastmaster.

SUPERVISORS ATTEND RATING MEETINGS

Under the direction of Ashton Dunn, the Personnel Department is now holding a series of ten meetings with the Company's supervisors to discuss NBC's method of rating those employees whose terms of employment are not governed by contract.

The rating procedure is designed to aid in the Company's established policy of promotion from within. The purpose of the rating system is to provide a periodic, objective evaluation on the part of the supervisor of the job performance and capabilities of those individuals for whom he is held responsible. The study is made on the basis of quality and quantity of work, job attitude, co-operation, initiative, judgment, appearance, attendance and punctuality. The completed forms are referred to when transfers or job openings at a higher level occur, when additional training is contemplated, and when conferences are held with the employee concerning the performance of his duties.

Each supervisor has been given a manual to aid him in making accurate and unbiased job ratings for each person for whom he is held responsible. The supervisors are required to discuss the rating point by point with the employee so that the latter may know exactly where he stands and where improvements can be made.

When an employee is being considered for an annual increase, transfer or promotion, a copy of the rating form is attached to payroll papers and sent to the Vice President in charge of Finance for approval. In this way NBC's top management is kept informed of those employees within the Company who are doing an outstanding job.

WMAQ'S SILVER ANNIVERSARY

A birthday salute to NBC's M & O in Chicago, which celebrates its silver anniversary on April 13, marking 25 years of uninterrupted service. Now located in the Merchandise Mart, WMAQ is headquarters for the company's central division.



A lesson in proper make-up is demonstrated by Dorothea Berry (right) of Helena Rubinstein as part of a series of three lectures on good grooming. Blonde Betty Michaelis of Purchasing gets an expert application at the skilled hands of Miss Nicholson. The series, which dealt with posture, fashion, make-up and other helpful hints for the career girl, aroused much attention among NBC women.



CORINNE PEARSON, *Editor*

LUCILLE SHARP, *Managing Editor*

A MESSAGE FROM THE EXECUTIVE VICE-PRESIDENT

"Those Deductions From Your Paycheck"



Frank E. Mullen

Besides the deductions for the pay-as-you-go income tax which Uncle Sam requires by law, most of us have other pay-check deductions for various types of insurance for our own future welfare or for the benefit of our families. These are a form of saving made possible by the Company's Life Insurance and Retirement Plans, and by Federal Old Age and Survivor's Insurance. We are buying these benefits at considerably below cost, as NBC is matching our contributions better than dollar for dollar. In addition, for employees in New York State, the Company pays the full cost of Unemployment Insurance.

Here is the score at the end of one year for a New York employee earning \$2400 per year, who has a life insurance policy in the amount of \$4,000, and who is a member of the Retirement Plan which provides an annuity for life upon retirement:

	Employee's Share (deducted from salary checks)	NBC Share (paid by the company)
Group Life Insurance	\$ 14.40	\$ 20.74
Retirement Plan Contribution	78.72	78.72
Old Age & Survivor's Insurance (U. S. Social Security)	24.00	24.00
Federal and State Unemployment Insurance	0	72.00
TOTAL	\$117.12	\$195.46

From the above it is apparent that for this \$2400 per-year employee, the Company pays, in addition to his salary, an amount equal to 8.1% of his salary total for insurance protection which is for the sole benefit of the employee or his family.

The yearly total of NBC contributions to these insurance and pension funds is a substantial amount. For the year 1946 it was \$832,871, made up as follows (these figures do not include any payments made by employees):

Group Life Insurance	\$ 62,948
Retirement Plan (includes pension costs for services prior to Decem- ber 1944)	484,518
Old Age & Survivor's Insurance	94,278
Unemployment Insurance (Federal & State)	191,127
TOTAL	\$832,871

The Company's position in the matter of payroll deductions for insurance and retirement benefits is something like Dad's when he gave his little boy a spanking, and said, "Son, this hurts me worse'n it does you."

AN OPEN DOOR FOR JUNIORS

Twice in recent months we have turned this column over to career stories—stories of employees who came to NBC with an ambition to get to the top, but a willingness to start at the bottom. This formula has worked in an amazing number of cases as you shall read in forthcoming months.

That's why the Personnel Department's placement staff puts such emphasis on careful filling of NBC's junior jobs—jobs as messengers, guides, pages, clerk-typists and junior secretaries. These ground-floor positions represent the company's open door policy. Many an executive, not only in broadcasting, but in other American businesses, can trace his success to the day he toted a load of mail or ran errands for the boss or directed visitors from a reception desk.

NBC wants to fill its junior jobs with young men and women who hope to advance in the radio field. In the past, the friends NBC employees have referred to the Personnel Department have been our greatest source for filling jobs. Personnel hopes that NBC employees will continue to refer their friends to Room 505 for interviews. Appointments may be made on Extension 363.

CHECK UP ON YOUR SOCIAL SECURITY ACCOUNT

Four times a year there is entered in your Social Security account the wages reported for you by your employer to the Social Security Administration. It is important for you to check up to see that your account is being properly credited, since any error in your record will mean a loss or reduction in your future benefits. At least once every four years you should use the convenient post card, issued for that purpose, by the Social Security Administration. Some errors cannot be corrected if more than four years have elapsed. These cards can be obtained in Employee Services, Room 508.

STATE TAX DEADLINE

The deadline for filing of resident and non-resident New York State income tax returns is Tuesday, April 15. Anyone, whether resident or non-resident, whose income equals or exceeds \$1000 during the year if single; or \$2400 if married, is required to file.

Both resident and non-resident income tax forms are available in Employee Services, Room 508.

PROMOTIONS

ELAINE BABCOCK has been promoted from Guide in Guest Relations to News Assistant in the News Room.

RICHARD CLOSE, formerly a Draftsman in Engineering, is now Draftsman-Budget Clerk in General Service.

SCHUYLER CHAPIN goes from Writer-Announcer to Sr. Writer-Announcer in International.

KATHRYN COLE has been promoted from Correspondent to Assistant Supervisor in Information. PRISCILLA FARLEY won a promotion from Assistant Auditions Clerk to Talent Booking Clerk in Program.

LEONORA FORONDA goes from Guide to Cashier in Guest Relations. ALAN LUKS has been promoted from Messenger-Receptionist to News Desk Clerk in International. FRANK McPHARLAN has been promoted from Maintenance Man in General Service to Technical Porter in Engineering.

MARION MURRAY is now a Copyright Specialist, a promotion from Copyright Assistant in Program.

HELEN ROLEKE has left Spot Sales where she was a Clerk-Typist, to be a Secretary in Television.

RICHARD SCHNEIDER has been promoted from Page to Cashier in Guest Relations.

RUTHANNE SHERRY goes from Messenger in Guest Relations to Secretary in Advertising and Promotion.

ERNEST WHITE, now a Stock Boy, was formerly as Messenger-Clerk in General Service.

WANT A STAMP CLUB?

With the advent of the Centenary International Philatelic Exhibition at Grand Central Palace during the week of May 17, it occurred to many at NBC that a company stamp club should be established.

Amateur stamp collectors at NBC who are interested in forming such a philatelic club should write or call Employee Services, Room 508. If there is enough interest, an NBC Stamp Club will be inaugurated in the near future.

LAST MINUTE PUBLIC NOTICES

WANTED — Presto recording machine. Garry Simpson, Ext. 8412.

FOR SALE — Ten-tube radio receiver, RCA table model (T10-1) Mahogany finish. Like new, excellent condition. Short wave, police, broadcast bands. \$35 takes it. A. J. Horwath, Room 558, Ext. 450.

FOR SALE — Ladies English riding boots size 8A; boot hooks and bracer; all in fine condition. Florence Marger, Ext. 234.

TALENT'S GOOD SCOUTS



A vast amount of correspondence comes to NBC from radio actors and actresses who hope to go on the air. In the picture, Director Jim Harvey of Production dictates an answer to Helen Jackson.

Among the assorted personalities who find their way to NBC's plush second floor each month, are some 500 would-be actors and actresses. Some have had successful careers in the entertainment field. Some base their ambitions on amateur performances in schools or clubs. All want to air their talents on NBC.

To give these hopeful radio artists every chance to show what they can do, NBC has Audition and Talent Offices. In spite of the fact that the vast majority of our shows are commercial and cast by agencies, there is always the possibility of discovering a great new comedian or character actor or singer who can be introduced on one of our sustaining or package shows.

Auditions for acting parts are handled by Jim Harvey and Ed King, both Production Directors, with Jim Haupt hearing the vocal tryouts. Auditionees are required, however, to have had at least a year of professional experience either in radio or the theater before they can be considered. Those who have not had ground-work in the field are advised to try the smaller stations where most of the veterans in the radio business got their start.

In addition to handling a tremendous volume of audition correspondence, Jim Harvey, Frank Papp and Ed King supervise the NBC Actors Audition Showcase. Inaugurated last fall, the "Lab Theater," according to Jim, is one of the fairest ways of judging whether auditionees really have possibilities. Rather than having a voice test alone, promising actors can volunteer to show their ability by playing an actual part in a test script. The production is recorded under air conditions with the standard minimum rehearsal time comparable to playing in an air show. It is then up to the actor to "play" the mike.

The Lab Theater meets once a week, and the resulting recordings are heard by the Staff Director actively casting shows. The listening sessions acquaint them with the work of newcomers in the radio acting field.

The capable few who are passed by our Directors are put in our active files for future reference. This activity comes under the jurisdiction of Priscilla Farley in the Talent Office, a small room in the south corridor of the second floor. A vast cross-filing system is maintained in the Talent Office which enables a Director to find actors or actresses who can fill specific roles. The categories range from Cockney dialects to comedy types and ingenue parts.

Casting sheets for package (programs NBC builds for commercial sale) and sustaining (such as *Home is What You Make It*, *The Eternal Light*, *Your United Nations*, Frank Merriwell and Archie Andrews) shows are submitted to the Talent Office by the Directors, listing the people they want to fill the required parts. Priscilla then calls the casting agencies who service these specific actors and arranges for their appearance at rehearsals and broadcasts. Since most of our talent appears on a free-lance basis, the Talent Office also handles their pay checks.

An interesting sidelight is the fact that Directors can learn what celebrities are in town by calling the Talent Office. A daily bulletin listing all the New York arrivals and departures of famous people is received, enabling Directors to arrange for personal star appearances on their shows.

This behind-the-scenes activity of the Program Department is still another fascinating angle of a fascinating industry.

SUGGESTION WINNERS

Thirteen was a lucky number this month. The Suggestion Committee met and concurred on thirteen awards for thirteen alert NBCites.

The month's top award went to one of the Telephone Operators. Margaret Moran (see cut) won \$25 for suggesting a blackboard in PBX for posting important service notices.

An award of \$15 went to Paul Anderson, a Television Transmitter Engineer. Paul submitted the original suggestion to make influenza vaccine available to employees in the Health Office.

Four \$10 awards were also voted by the Committee. One went to Kathryn Collins of Traffic for a procedure for issuing the Television Facilities Order form to aid in keeping all orders for the same program together. Another was presented to C. Edwin Read, Television Engineer, for his idea to place waste receptacles by the drinking fountains. Guest Relations Page Edward Steiner won his \$10 for suggesting that the television tickets be printed with a statement that the show is viewed on a television set. Marjorie Loeber of Public Service is the fourth \$10 winner for suggesting that the 10 and 20 Year Club buttons be made in charm form so that women with long company service can hang them on a bracelet or chain.

In addition to the above, there were seven \$5 awards, bringing the total amount of money awarded to \$115. Vincent Barker, WNBC Engi-

neer at the Port Washington transmitter, had an idea which resulted in listing all the transmitters in the office telephone directory. Douglas Butler, Promotion Writer in Radio Recording, had a good idea for installing a hold-back device on doors through which hand trucks must pass. Hugh McDermott, Page in Guest Relations, suggested an improved seating system for Studio 8H. Maintenance Engineer Alfred Christopher proposed guards for the fluorescent lights in the Maintenance Shop to prevent accidents. Mildred Joy of the General Library suggested a fire extinguisher in the Library to protect NBC's priceless book collection. Margaret Hadley of Traffic suggested a sign to the Lost and Found section of Protection. And Murry Harris of WNBC suggested that the fourth floor be kept fully lighted during the night hours for the benefit of the tours visiting the News Room.



A blackboard for posting notices in PBX won Margaret Moran \$25.

"HIZZONER"

NBC NOW BOASTS A MAYOR

by HELEN LEAF

If a long line of adoring flunkies hold up the walls of Room 409 and bar your entrance into its sacred portals, blame it on the fact that from March 18 and on, the said mentioned offices house a new "Hizzoner"—Sterling Fisher, new mayor of Tarrytown.

It all began in February, when Professor Fisher—er, er, we mean Hizzoner—was approached by the Independent Citizens Committee from the locale of Rip Van Winkle's forty winks, and asked to be their candidate. Bashful or reticent may be the proper word, with some very lame excuses, Sterling was finally sold on the idea and he was in for political life.

His platform supports a plan to consolidate the villages of Tarrytown, North Tarrytown and Irvington under a city form of government. This plan received wide public attention recently when two out-

standing authorities on American municipal government, Dr. and Mrs. Thomas Harrison Reed, presented a scientific analysis of the problem which they made under Rockefeller's sponsorship.

Sterling Fisher has always been on the side of better government—both at home and abroad—and his work on his own series (*Our Foreign Policy* and *Your United Nations*) bears witness to his deep concern with knowing this world we live in.

As Assistant Public Service Counselor, Hizzoner, the Mayor, has boosted the cause of better radio programs of an educational nature, and the efforts he expended resulted in the NBC University of the Air.

The political tyro of Room 409 is a Texan by birth—calling San Antonio the home town. He has taught in American colleges as well as in the University of Western Japan at

(Continued on Page 6, col. 4)

It happens at NBC

ADVERTISING AND PROMOTION—Ethel Gilchrist, while playing upon the Florida Keys last month, reported the same spectacle earlier experienced by Roy Porteous and Dick Blake. Ethel, too, saw an Indian . . . Nary a person looked upon Charles P. Hammond with a jaundiced eye. Charlie's condition: Jaundice . . . Richard Blake's nomination for "The Man Who's Not Long For This World": Dusty Fletcher, composer of *Open the Door, Richard* . . . Coach Art Forrest's bowling team stalwarts, who are first in the league (among the teams with an average below 700, that is), give the secret of their success: "Win more points; knock down fewer pins." . . . George Wallace in one rapid-paced day (1) made a trip to Philly, (2) broke out in a new "presentation" suit, (3) discovered he possesses a unique souvenir of the Nazis (a bit of schrapnel he brought back internally from the Battle of the Bulge) . . . Jack Snow, whose latest book, *Dark Music*, was released in February, has recently received plaudits from press and radio reviewers. Famed literary critic and author, Christopher Morley in the March issue of the Book-of-the-Month Club News wrote of *Dark Music*: "I like to think there are still a few who relish discovering something tremulously different and strange . . . To me there is more health and grace in this weird little book than in many a nation-wide knockout." Further recognition of Jack's current literary work came from Nelson Olmstead, popular NBC star whose program is heard Mondays through Fridays at 10:15 AM and Saturdays at 5 PM. Olmstead termed *Dark Music* "terrific," promptly scheduled it for presentation on his program Saturday, April 26 at 5 PM.

ENGINEERING—Ray Guy, a veteran of radio engineering, has been named treasurer of the Institute of Radio Engineers . . . Sal Salanitro of Maintenance has been working in the Equipment Room these days, bringing the prints up to date, due to the many changes and new construction in our studios . . . Also working hard are Mel Lewis and Al Neu. Their job: Getting the Power Room repaired and painted.

EXECUTIVE—Col. Charlie Wall, recently-named chief of staff of the 77th Division of the Organized Reserve Corps, AUS, has a new citation to add to his vast collection. Both he and Brig. Gen. Ken Dyke have been awarded the Conspicuous Service Cross of the State of New York.

GENERAL SERVICE—A new craze has hit the Mail Room. Leaders are Tom Tart and Bill Kelly, both of whom clutch a briar pipe between their teeth in a fine imitation of the Man of Distinction. Even George Monahan has taken up the cry and is trying to start a movement toward pipes in Protection . . . Not to be outdone by Broadway, the Mail Room has also acquired a Harvey of its own. Any time the phone rings somebody always yells, "It's probably Walter." But far from being invisible, Walter is Evelyn Varian's brother, who is a proud papa and calls excitedly each day to report the progress of his offspring . . . Next door in Stenographic, the Night Staff were glad to see Naomi Chilleen after a convalescence of four months in Arizona. Stephen Kanych, also of the Night Staff, did some welcoming of his own. Mrs. Kanych and daughter Stephanie have finally arrived from England. And Helen Moore, Steno's supervisor, hailed her fourth nephew into the world . . . Nancy Gentile, another Steno-phite, announces her engagement on Easter Sunday and plans to be married next January. These plans all hinge on one thing, however, the availability of an apartment . . . Get the boys in Duplicating to tell you how to have an ice cream party (no cake) for about 50 people on one nickel. Ed Williams strolled down the hall one afternoon for a refresher, deposited a five-cent piece in the slot and stood by in utter amazement while the machine obligingly deposited not one but dozens of cups at his feet . . . The 508 gang welcomes Mary Heller as Ed Lowell's very nice new secretary.

GUEST RELATIONS—The seven male members of the Guide Staff are doing a fine job of showing NBC to our visiting public . . . Some of the most horrible creatures ever seen lurk in the men's locker room. These creatures come from the pen of Ralph Barkey, who has created several comic strip characters in addition to some of his grotesque but quite realistic pencil sketches . . . Rick Krepela is now teaching phonetics at a leading New York dramatics school . . . Eileen Holley is an industrial designer and a graduate of Pratt Institute.

INFORMATION—(Or a day at the NBC zoo). Gil Maxwell is waxing fat on the peanuts the visitors have thrown him . . . Betty Bergen and Pat Denham were fined \$5 apiece for swimming in the seal pool, and Kathryn Cole \$10 for tossing them fish . . . Dick Stahlberger was all excited after having interviewed an orangutang and arranged for an ex-

clusive NBC on-the-spot pick-up . . . Roy Sharp met with disaster in the form of a park attendant's pointed stick. It is doubtful if Roy will nap under a newspaper again.

INTERNATIONAL—Niels Bonne- sen and Adam Lunoe are proudly showing the ultimate in fan mail—a recording sent by a listener in Denmark praising them at length for "magnificent broadcasts" . . . If the Latin-American section looked slightly depopulated for a while here's why: (1) Cal Abraham flew off to Montevideo (on 12 hours notice) to attend the inauguration of President Barreta. (2) Buck Canel made his third trip to Mexico in a few months, this one to cover the Truman visit. (3) Alberto Ganderio looped down to Lima, whence he joined the party making the inaugural flight of Peruvian International Airways. Watching all this with a justifiable touch of wistfulness was Frank Nesbitt, who saw international complications wipe out a jaunt which would have made them all look like pikers. He'd been booked for Pan American's maiden round-trip flight between San Francisco and Sydney, Australia . . . Wedding bells in mid-March for Schuyler Chapin and Betty Steinway. And the reception—natch—at Steinway Hall . . . Welcome to Gladys Quadt, as secretary to Buck Canel, whom we credit with the eagle-eyed observation that she's the first Q in the phone book since February of '45. Last of the rarities was a Mr. Quizzenberry of Press. Add, too, Willard Hansen, just a few weeks in from the Middle East to take over as receptionist, when Alan Luks moved up to the News Room. And finally, Nancy Fox, who enjoyed an NBC indoctrination that's not exactly in the books. Directed to Room 694 for the customary briefing on company whys and wherefores, she found herself, instead, being initiated into the mysteries of Form 1040.

NEWS & SPECIAL EVENTS—When word of the disastrous Pennsylvania Railroad wreck near Altoona, Pa. arrived in the Washington News Room, Bill McAndrew sent Bjorn Bjornson and engineer Walter Godwin on a remote broadcast hard to beat even during the war. Reaching Altoona at 4 p.m., the State Police led the two men and engineer from station WFBG, NBC affiliate, to the scene of the wreck through an open strip coal mine driving over a mile through 6 inches of snow and ice and finally on the roadbed itself. The crew then left their transportation and lugged broadcasting equipment on their backs for three-quarters of a mile along a roadbed between two moving work trains, arriving at the tangled wreckage at 6:15. AT&T linemen arrived shortly after stringing broadcast lines from the

nearest private telephone which was two miles away. Lines were strung on the ground over two miles of brush and mountain, and under the five tracks of the roadbed to the broadcast vantage point.

Taking cues from a portable radio, Bjorn fed two minutes of description to the network during the "News of the World," 7:15, from copy written on a borrowed typewriter and held in frozen fingers, giving NBC the first and only broadcast from one of the most inaccessible wreck scenes in modern railroad history.

Recently Bill Brooks tore a button off his overcoat. Before lunch he contemplated having the button replaced. During lunch had a change of heart. After lunch displayed a brand-new coat!

PRESS—Jim Miller is the proud possessor of the silver dollar used in the kickoff of the 1947 Rose Bowl game . . . The April issue of *Mechanix Illustrated* magazine contains an article by Sam Kaufman describing the Schwerin research system . . . And the model in the picture illustrating the test is Audrey Weber . . . Recently Peg McNeany was riding a Fifth Avenue bus. All at once, the door became stuck—absolutely refused to open. Finally, in desperation, the passengers, including good-sport Peg, climbed out through a window . . . Jim McLean has begun training for this year's tennis by rolling tennis courts near his home in Norwalk, Conn. . . . Preparatory to being beaten by his co-magazine worker, Al Kastner, or so Al says.

PERSONNEL—Not long ago NBC's statuesque Doris Ann shared star billing with Metro's boyish Tom Drake at Woodmere High School's vocational guidance conclave. Doris was on stage when Tom made his entrance. The bobby-soxers gooned and swooned, but our "Tess," never at a loss merely said, "Go ahead, turn around and look." When they had had their fill they all settled back in their seats and Doris went on about careers in the National Broadcasting Company . . . Out of the deep south this past month, Helen Korday received a request from a new station for an announcer. This was right in line with any day's business except that the sentence ended with an additional request for a wife. Correspondence went back for additional information . . . Having the time of her life with her new leisure is Mable Phelps, who retired from nursing the first of the year. "Mom" hiked off to Canada for a long visit with her family, returned briefly to New York, then packed up again for the Florida Keys. She's back now looking a-glow with health and ready to launch into the gardening season.

PROGRAM—Did you know that (1) Charles F. McCarthy entered radio as an actor and played opposite such Hollywood stars as Madeleine Carroll, Ronald Colman and Paul Muni, (2) Ed Herlihy at one time owned a pet elephant named Yazoo. It weighed 2400 pounds and consumed 150 pounds of hay per day, (3) Jack Costello is the only member from the entertainment world to be appointed a Master Knight of the Sovereign Military Order of Malta. The organization, dedicated to charity, is composed of 1000 members, of which 200 are in the United States. Jack has also been appointed an official "Ambassador of Good Will" by Gov. Harold Stassen of Minnesota because of Jack's loyalty to his home state. He was also chosen for the Doctor of Literature degree from St. Bonaventure College, (4) The H. P. Davis Gold Medal Memorial Award for owned and operated stations went to our own Herb Sheldon. In 1944 Ben Grauer was the National Winner and Kenneth Banghart was awarded the medal for owned and operated stations, (5) One of Ben Grauer's most unusual adventures occurred ten years ago when he described the New York Beer Parade from a Goodyear Blimp. A member of the crew had opened a trap door in the blimp's gondola and Ben, unaware of what had been done, proceeded to move to the opposite side for a better description of the Parade. Along the way Ben managed to dangle one foot in space but decided such an end wasn't in the public interest, (6) Arthur Gary's beautifully mirrored apartment was pictured in the March issue of the *Good Housekeeping* . . . In the Music Division, Miriam Clark Martin's new gold wedding band sparkles happily these days, and so does Miriam, since she returned from her honeymoon . . . Dick Kromer is headed back to Pennsylvania to work for his father . . . Joan McQuary is handling sheets of music for Schirmer's . . . *Orchestras of the Nations* bookings, auditions reports, and FM music sheets have shared space on Ernest LaPrade's meticulously neat desk with long-streaming galley proofs of late. His book, *Broadcasting Music*, is now on the Rinehart presses, scheduled for publication in the latter part of April . . . The Radio Drama Club brought all Production's would-be actors out from hiding—Jack Kuney, Walt Ehrgott, Wayne Howell, Gloria Clyne. And they're terrific—they say . . . Erlene Wallace has left us to join Dancer-Fitzgerald-Sample as their casting director . . . Jean Hay, secretary in the Auditions Office, has left to take up housekeeping, and Alan Handley has left to become

director for Jinx Falkenberg and Tex McCrary.

RADIO RECORDING—File this under the wait-a-minute-while-I-catch-my-breath department. Ginny Volkmer, Bob Friedheim's secretary, announced to one and all that she was married, and what's more that she had been Mrs. Robert Dwyer since July 7, 1946!

RESEARCH—Program Analysis (all-gal section of Research) was represented at the Conference of the Association of Women Broadcasters of the NAB by Miriam Hoffmeir and Emmie Hill. Mimi attended every meeting and event of the Conference from March 7 to March 9. And Emmie went to the general session and the luncheon Saturday. Both returned with reports on talks by Governor Dewey; novelist Margaret Culkin Banning; NAB veepee A. D. Willard Jr.; Dean of Vassar Mildred C. Thompson; and numerous other "names." They were likewise loud in their praise of NBC's women broadcasters and of the honors heaped upon Mary Margaret McBride, Jinx Falkenberg and Maggi McNellis of the WNBC roster . . . On St. Patrick's Day 50 student librarians from McGill University in Canada visited the General Library. This has been an annual affair since 1932 (except for the war years), but the visitors found vast improvements in our facilities since the Library was moved to the second floor.

STATION RELATIONS—Adrienne Krucher has done it again. She snared a part in one of the plays to be produced by the Radio Drama Club, and it seems to be a nice juicy one . . . Florence Roman found a roll of bills amounting to \$50 in a taxicab not so long ago and has not spent it yet hoping to find its owners . . . Marion Lucas was seen dashing around the office madly in search of a fur coat—any fur coat. She was on her way to the Waldorf with some papers her boss needed for the SPAC meetings, but she just couldn't go without a fur coat. After all—you never know whom you might run into at the Waldorf. Even Van Johnson.

WNBC—Some folks collect elephant hides; others ride bicycles for six days. Then there's Bob Davis, who lets people write on his wall. Bob, WNBC Publicity Director, inhabits a cubicle to the west of the 416 entrance, and the swaying shielding is about 5 feet high, just tall enough so that almost no visitor to WNBC can resist peering over to see exactly what is in captivity there. One half of the wall is now covered with cartoons and snappy patter by WNBC talent such as Tex McCrary, Maggi

McNellis, Bob Sherry, et al., and the other manicured with beautiful mot-toes from trade publication visitors.

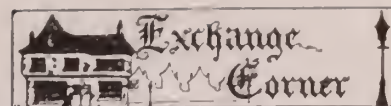
DEPARTMENT REPORTERS

Leonard Allen—Intl.
Anne Bachner—Telev.
Mary Bell—Engrg. Rec.
Barbara Bennett—GR
John Bloch—Program
John Casey—GR
Kay Collins—Traffic
Phebe Crosby—Music
Walt Ehrgott—Production
Jacob Evans—Adv. & Prom.
Don Frost—Information
Vince Genzardi—Engr. Maint.
Bill Haerer—WNBC Trans.
Kay Henderson—Cont. Accept.
Frances Heim—Controllers
Elaine Hollywood—Traffic
Roselle Hubel—Press
Allan Hughes—Spot Sales
Arax Kazanjian—Steno.
Marjorie Loeber—Publ. Serv.
Frank Loughran—Sound
Marion Lucas—Sta. Rel.
Harold McConaghy—Air Cond.
Florence Meyfohrt—RRD
Betty Michaelis—Purch.
Jim Myers—Personnel
Ed Stolzenberger—Engr. M C
Agnes Sullivan—News
Elenor Tarshis—WNBC
Ed Watkins—Engr. Stud. & Fld.
Cal Wheeler—Mail
Alice Wilson—Legal
Bob Wogan—Announcing
Will Zurfliet—Research

To Helio Pereira, International Writer-Announcer, his first child and daughter, on March 10. Name: Diane. Weight: 6½ lbs.

To Ary Moll, International Production Manager, his second child, first daughter, on March 18. Name: Mary Ann. Weight: 6 lbs.-12 oz.

To Charles F. McCarthy of Announcing, his second child, first daughter, on March 26. Name: Elza Catherine. Weight: 6 lbs.-10 oz.



WANTED—A dirt-cheap piano, either small upright, baby grand or mini-piano. Mary Schlorek, Ext. 572.

CANOE FOR SALE—with paddles and seats. \$10 below original cost. Adam Reisz, Ext. 8222.

WANTED—To rent—a large (4 passenger) house trailer for a vacation trip of 3 weeks. Call Chimes Ext. 462.

WANTED TO EXCHANGE—4-room (2-bath) apartment on East 52nd St. between 1st and River, for 6-room apartment or house—city or suburbs. Jack Rayel, Ext. 353.



To Dorothy Bird Harris of Controllers, her first child and son, on February 18. Name: Dale George. Weight: 9 lbs.-4 oz.

To Tito Leite, International Writer-Announcer, his first child and son, on February 23. Name: Richard. Weight: 7½ lbs.

To Michael Pirozek, Transmitter Engineer at the Bound Brook transmitter, his second son, on February 25. Name: Thomas. Weight: 7 lbs.-12 oz.

To Patricia McCool Hanlon, formerly of Personnel, her first child and daughter, on March 3. Name: Mary Louise. Weight: 6 lbs.-5 oz.

To Lee Jones, WNBC Producer, his first child and son, on March 3. Name: William Lee. Weight: 7 lbs.-8 oz.



Telephoned and telegraphed messages of congratulations flooded in last month when Sterling Fisher of Public Service was elected mayor of Tarrytown (see story on page 3). He is flanked on either side by secretaries Hilda Watson and Edith Lisle.

SLATE OF OFFICERS

It's AA election time again! Below are the faces of the people chosen by the Nominating Committee to run for each office. It's up to you, the members of the A.A., now—take your pick. Join the A.A. so you can cast a ballot!

Ballots will be distributed early next week and should be returned to Employee Services by Friday, April 11.

FOR PRESIDENT



Nick Kersta



Gerry Martin

FOR FIRST VICE-PRESIDENT



Tom Knode



Ted Zaer

FOR SECOND VICE-PRESIDENT



Helen Davis



Adelaide Orr

FOR SECRETARY



Aneita Cleary



Angela Caramore

FOR TREASURER



Pete Tintle



Ham Robinson

Athletic Association

DANCE PLANNED TO INAUGURATE NEW A.A. OFFICERS

Bill Clarke, out-going President of the NBC Athletic Association, is planning a big shindig to celebrate the election of the new officers. The dance will probably take place on a Friday night either the last of this month or the beginning of next. Bill announces that the affair will have a new twist or two, and advises everyone to watch for bulletin board and desk-side publicity.

When Bill Clarke, Matt Boylan, Rita Alevizon, Helen Moore and Bob Myers hand over their titles to a new team, they will leave behind them a memorable AA year—a fine outing, several gala dances, and an active sports line-up. Al Walker deserves everyone's plaudits for handling the social events with his usual efficiency and charm. The team captains—Walter Law (softball), Pete House (bowling), Dean Kearsh (basketball), Al Saunders (bridge) and Eleanor Freitag (swimming)—all did NBC pretty proud in the sports activities department.

Now on with the AA's eleventh year! Be sure to be on hand to celebrate its inaugural.

THE FIRST SIGN OF SPRING

When boys start gravitating toward the nearest vacant lot with mits, bats and balls in hand it's a sure sign as the circus that Spring is nearly here. Well, NBC's men haven't a vacant lot to go to—nor do they play catch in the halls during lunch hour—but they're already thinking and talking softball.

The AA has joined the Mid-Town Variety Softball League for the 1947 season. The League this year consists of teams representing NBC, CBS, ABC, Mutual, Newsweek, Paramount and Universal Pictures. Playing season starts April 14 and teams will play week-day evenings in lower Central Park.

If you are interested in participating in this active and popular sport, call Walter Law of International on Ext. 120 as soon as possible so that the team may get off to an early start. If you want to be a spectator, watch the bulletin boards for play days.



A warm handshake and congratulations from the AA's President, Bill Clarke was forthcoming when the NBC basketball team gathered in his office to receive tokens of a valiant fighting year. With only two years of experience the team placed second in the Rockefeller Center League. Dean Kearsh, the captain, returns Bill's clasp. Grouped around him are Byrne, McCabe, McKenna, Kerr and Stahlberger. Jim Richards was not able to be present. Each was presented with miniature initialed gold basketballs.

RADIO DRAMA CLUB

(Continued from page 1)

niques and experiments. No blows were exchanged.

Each critical meeting—held the last week of each month—will be conducted by someone from the Program Department. Bob Adams, in this first session, was struck with an enthusiasm that all but lost its voice amid the energetic utterances of the assemblage.

Under the guiding hand of Garnet Garrison, the club's actors and directors are given free rein and judicious instruction in their activities. Even though there is a physical limit to the number of people on each show, would-be directors are groomed for their parts in the role of associate directors. Non-participants are free to observe the rehearsals and performances of the dramas. Eventually, according to Garnet, more scope will be given to the selection and execution—and even the writing and adaptation—of scripts by members of the group.

The club is proceeding with this month's schedule, sure of its continual self-improvement. The group still welcomes anyone at NBC who is interested—professionally or otherwise—in releasing latent (and perhaps unsuspected) talents. Proof of the club's drawing power is the fact that 30 more ambitious people signed up after seeing or hearing the group in action.

The other night during the voice-tests for one of the March productions, a set-up man in the studio said he'd had a hankering to try out for the thing, but hadn't known how to go about it. So Garnet Garrison handed him a script, the fellow dropped his Hammond, and then and there read for several of the parts.

The routine way of signing up for the NBC Radio Drama Group, however, is to stop in at the Employee Services office (Room 508) and fill out a card. Or—if you lack the courage of your convictions—drop in on the general meeting the last Friday of the month and carry on from there.

"HIZZONER"

(Continued from page 3)

Kobe. He knows the pedagogical aspects of living as well as the reportorial—he was with the Springfield (Mass.) *Republican*, the A.P. and the N. Y. *Times*.

So, to the new Mayor—and he was radio's "teacher" first—we might say: "Full Steam Ahead."

It may have taken old Rip 20 years to wake up, but that was because Sterling Fisher wasn't around to keep him from falling asleep in the first place!



NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

MAY • 1947

VOL. 5 NUMBER 3



One of the first people to take advantage of the RCA Purchase Plan was Ruthanne Sherry (left) of Advertising and Promotion, shown with her table model radio. Anne Middendorf of Personnel records the transaction while Louis Anderson of General Service looks on.

SUGGESTION COMMITTEE SPONSORS ECONOMY CONTEST

During the month of May, the Suggestion Committee will give special consideration to suggestions which, if adopted, will result in materially reducing the operating expenses of the company. Special and liberal awards will be made to the winning suggestors.

Suggestions submitted should state the present method of operation and clearly outline the procedure recommended for adoption.

The amount of the awards will be based on the estimated savings to the company. Ideas should be sent to the Suggestion Committee, Room 508, not later than May 31st if they are to be considered in this special contest.

All employees except members of the Management and Suggestion Committees are eligible.

This announcement was made by William S. Hedges, chairman of the Suggestion Committee. Other members are Horton Heath, Clay Morgan and Ashton Dunn.

PBX OPERATORS WIN COMMENDATION

Both NBC's operators and employees were recently praised by Lawrence J. Bolvig, Traffic Superintendent of the New York Telephone Company. In a letter to Edward Lowell, General Service Director, Mr. Bolvig wrote: "Miss Archer and her staff continue to render an outstanding grade of telephone service.

"This is indeed an achievement in these days of over-loaded telephone equipment and the service rendered by your operators is of material assistance to this Company in its daily efforts to give satisfactory service to the public. My compliments to all concerned!

"A word of praise is also due the personnel of your firm for prompt answers on calls to their extensions ..."

The 19 girls in the PBX Room, who handle over 1100 extensions on our switchboard, got perfect scores in all seven categories for which they were tested by the Telephone Company. They were graded on speed, accuracy and courtesy.

NBC TO HAVE EXCITING EXHIBIT AT RCA SHOWROOM

Remember the World's Fair—the last one, that is? With RCA's television, the General Motors exhibit, The World of Tomorrow?

Well, you will shortly be able to sip your coffee at La Maison des Kaufman et Bedrick and look across the street into a miniature World's Fair—the new RCA Showroom. The word "showroom" hardly describes the culmination of over a year's work that's been going on behind that expanse of bon-ami-ed windows between the Center Garage and the New York Trust Co. It's a gadget-land for fair, a button-pusher's paradise. In addition to displaying RCA equipment, facilities, and services, the Showroom will give the curious public an hour's worth of free entertainment.

Take the NBC exhibit, for example. It's a honey. The first part of it consists of a 12 x 19-foot plastic

(Continued on page 2, col. 3)

DRAMA CLUB COMPLETES SECOND SERIES

Elsie Dinsmore should have been at the last general meeting of the NBC Radio Drama Club. Sweetness and light prevailed. Not that last month's productions by the Club were perfect, but the improvement over the first three shows was so marked that well-deserved bouquets abounded. Directors tossed verbal orchids to their respective casts, actors patted each other on the back, and Bob Adams, again the regisseur for the evening, all but twisted his handkerchief to shreds trying to concoct some harsh criticisms.

The productions meriting the aforementioned approval were an incongruous trio: a psychological mystery, a war documentary, and a fantasy.

Lew Lane, who recently left Sound Effects to take up a sunny life in California, directed *The Case of the Missing Mind*. Victim of this mental lost week-end was Ray Levine, aided in acting but not in his search by Mary Jo Peterson, Wayne Howell,

(Continued on page 6, col. 4)

SUPERVISORS ATTEND JOB ANALYSIS SESSIONS

Following the series of conferences with supervisors on merit ratings, which have only recently been completed, the Personnel Department is conducting a series of meetings for the Company's supervisors on the job analysis and job evaluation phases of our NBC Salary Plan.

The series is designed to help employees and supervisors in preparing job descriptions whenever job duties change, or whenever new jobs are created, in order that the proper salary ranges may be determined.

During the past few years the Personnel Department has completed written job descriptions for all positions in the Company. These are used as the basis for determining the relative value of each. Since it is our policy to pay salaries equal to or above those paid by other broadcasting organizations for comparable work and comparable length of service, these job descriptions enable us to chart accurately when comparing our salaries with those of other companies.

In order to learn what each job consists of, the employee and supervisor furnish the detailed information concerning the exact duties and requirements. These are then measured in relation to the duties and requirements of other NBC jobs. The points which are considered in measuring the worth of a job are the education and experience necessary; the amount of responsibility of the job; the number and importance of contacts with others; how much direction is received; the amount of mental, visual and physical effort; and conditions under which the employee is required to work.

Because job duties often change over a period of time, follow-up conferences are held with employees and supervisors to review the content of each job and revise salary ranges whenever necessary.

A CHANGE HAS BEEN MADE
—So if you're looking for Corinne Pearson—or if you have a hot news item for Chimes—you'll find the Pearson-Sharp headquarters in Room 512.



CORINNE PEARSON, *Editor*
LUCILLE SHARP, *Managing Editor*

A MESSAGE FROM THE PRESIDENT

Ideas Wanted



Niles Trammell

Last year our Suggestion System brought in more than a thousand suggestions from members of our organization, of which 142 were accepted and given awards totalling \$1090.

I congratulate the winners, and I thank all who gave NBC the benefit of their ideas.

BUT...

Personally, I am disappointed that we received only 142 acceptable suggestions. I believe the awards fairly represented what those suggestions were worth to NBC, but I am disappointed they were not worth a lot more.

I hope the company will be called upon to pay out, not \$1,000 but \$10,000, for good suggestions in 1947.

We are happy to get suggestions to paint a number on the door, or put a sand receptacle in a certain corridor, or wipe the dust off a piano. Those ideas help our housekeeping, and when they are accepted the Suggestion Committee is glad to vote a five dollar award.

But they really aren't the kind of suggestions we would most like to get. We are looking for ideas that will build goodwill for NBC on the part of clients or affiliated stations or the public. Or some operating short-cut that will save time and money. Or something that will prolong the life of physical equipment. Or anything that will help us promote our business and do our job more efficiently.

Everyone is eligible for suggestion awards except members of the Management Committee and the Suggestion Committee.

I am looking forward to the day when I can present somebody with an award of \$500 or \$1,000 or more for an accepted suggestion. It will be fun for the suggestor and me, and—I don't want to pretend I'm a philanthropist—it will mean that NBC is going to benefit from somebody's swell idea.

HOW MUCH DO YOU KNOW ABOUT YOUR HOSPITALIZATION CONTRACT?

Effective May 1 new benefits have been made available to subscribers of Associated Hospital Service contracts. Do you know how to get the greatest benefit from your hospitalization coverage?

Do you know what services are covered and what few services are excluded under the hospital contract?

Do you know how to benefit under the Blue Cross Plan Emergency Treatment?

Do you know that you should carry your Blue Cross identification card at all times and present it to the hospital or doctor when arranging for hospitalization or emergency treatment?

The Blue Cross is a non-profit plan established to provide benefits for hospital admissions and surgical procedures. The benefits which the Plan provides are carefully administered to give all subscribers equal coverage under like circumstances. Greater benefits are provided for service in co-operating hospitals which are members of the Blue Cross Plan than in those which are not members of the Plan. Generally, greater benefits are provided for subscribers occupying semi-private accommodations in Member Hospitals than in private accommodations.

You owe it to yourself to investigate the possibilities provided by your hospitalization insurance. Information on the Blue Cross Plan is available in Employee Services, Room 512.

RCA SHOWROOM

(Continued from page 1, col. 3)

map of the U. S., with the network and stations outlined in red. If you're from Cincinnati, for instance, you press a button at the foot of the map and—zipp!—the network route to WLW lights up. Press a switch and you hear the network program on the air at the time.

To the right of the map is a fascinating NBC peep-show. Through one of four 10-inch viewers you can, by pressing a buzzer, start rotating a circular stage which is divided into sections depicting in miniature the highlights of NBC's 20-year history—everything from the Dempsey-Tunney fight and the Hindenburg disaster through the Japanese surrender and Duffy's Tavern.

Above the stage show five projectors will screen-flash full-color caricatures of current NBC stars and programs.

That's just the NBC part. There is also a television display in which a person may not only be televised, but at the same time see his own image on a viewing screen. The latest Victor records can be requested from the floor and be listened to in front of the RCA-Victor exhibit. Dummy messages can be sent to all parts of the world via a large neon-lighted communications map; and marine, home and engineering equipment (guess whose?) will be on public view.

On the lower concourse is a small, fully equipped broadcast studio for demonstrating projection equipment and remote broadcasts and television shows. And if you're dizzy by the time you've gone through the whole thing, there will be soft chairs to drop into in the concourse lounge.

If you're a graduate of Flushing, '39 or '40, you'll really get a kick out

(Continued on page 6, col. 1)

PROMOTIONS

Robert Barnes, now a Senior Television Transmitter Engineer, won his promotion from Television Maintenance Engineer.

Marilyn Costello was promoted from Syndicated Sales Service Supervisor to Sales Representative in Radio Recording.

Lincoln Dixon was upped from Apprentice to Transmitter Engineer in Port Washington.

Henry Gillespie goes from Syndicated Sales Clerk to Syndicated Sales Service Supervisor in Radio Recording.

Arax Kazanjian has left Stenographic, where she was a Senior Typist, to be a Secretarial Assistant in Information.

George Lefferts has been promoted from Junior to Senior Writer in Program.

Elizabeth Merrill is now Supervisor of Tour Operations, a promotion from Assistant to the Office Manager in Guest Relations.

Eleanor Rummo has been promoted from Continuity to Senior Typist in Stenographic.

Carey Sweeney has been promoted from Senior Television Transmitter Engineer to Assistant Station Engineer at Empire State.

NEW HOUSE FOR SALE—Available May 15 in Tarrytown. Five rooms with breezeway and garage. Good neighborhood, close to commuting. Marge Doherty, Ext. 751, Room 411.

HOUSE in Merrick, L. I. to exchange for one approximately the same size (7 rooms) near Stamford, Conn. Ann Culbert, Ext. 624.



The two girls getting vaccinated against smallpox by Nurse Mary Romps in the Health Office, are Pat Nixon and Carolyn Granzow of Engineering. By month's end the Romps-Handler-Boudreau-Heydorn team, aided by Charles Baker of GR (a trained nurse), and abetted by Anne Middendorf of Personnel, had vaccinated almost 1700 NBC, RCA and ABC employees.

"NBC CAREER DAY" SPONSORED BY PERSONNEL INTERVIEWERS

Students Flock to Hear About Job Opportunities in Radio

Last Saturday, May 10, saw NBC's first Career Day. Radio's largest studio, 8H, with its 1160 seats, was packed to capacity with students and teachers from 85 different colleges, business schools and high-schools from eight different states as far west as Ohio. All came to hear a symposium designed to give them a realistic picture of job opportunities on a radio network.

NBC Career Day, which will become an annual affair, had its origin in a long-standing personnel policy—that of attracting ambitious, hard-working young men and women to fill the Company's junior jobs. The importance NBC places on filling these beginning positions is amply evident in the number of important and responsible (and "interesting") positions now filled by former guides, pages, messengers, stenographers and apprentices.

The idea for NBC Career Day burgeoned among the interviewers in the Personnel Department. They have long been aware of the increasing attraction radio has for young people just starting in the business world. However, the attitude of most applicants toward the broadcasting industry is largely colored by the glamor they associate with the programs they hear on the air. Career Day was planned to give a practical picture of what makes up the business of radio.

In order to find out whether local schools and colleges might be interested in attending a radio career session, letters were sent out. The project was greeted with such enthusiasm by teachers and students alike, that it snowballed into last

week's outstandingly successful meeting.

In order to give these visiting students and faculties a comprehensive and realistic idea of how a network operates, distinct from the talent field, the program was presented in four different categories—Business Management, Marketing and Public Relations, Engineering, and Program. The speakers, many of whom are themselves admirable examples of NBC's "promotion from within" policy (11 out of 21 started in beginner jobs; 15 out of 21 are Ten Year Club members; 2 will be Twenty Year Club members in 1948 and 2 in 1949), were chosen to give an over-all picture of how a company such as ours operates. Helen Korday, Personnel's Employment Manager, was presiding chairman of the affair.

The Business Management end of the radio business was described by Ernest de la Ossa of Personnel, William A. Williams of Treasurers, Theodore Thompson of General Service, and Helen Moore of Stenographic.

In the field of Marketing and Public Relations, the speakers were James McConnell of National Spot Sales, Walter Myers of Network Sales, Charles Hammond of Advertising and Promotion, Barry Rumble of Research, Sydney Eiges of Press, Easton Woolley of Station Relations, Henry Hayes of Radio Recording, and Paul Rittenhouse of Guest Relations.

The highly specialized field of Engineering was covered by F. A. Wankel, Eastern Division Engineer.

(Continued on page 6, col. 1)



Personnel's placement staff (from the left, Doris Ann, Neil Knox, Betsy Haglund, Helen Korday) gathers to discuss the many details that went into planning "NBC Career Day." The project is not only intended to attract the highest type of employee, but to give students a realistic picture of job opportunities in radio.

DR. WALTER DAMROSCH RETIRES

Walter Damrosch, noted conductor, composer and educator, retired on April 1 as NBC Music Counselor.

Dr. Damrosch joined NBC in 1927, and the next year started his famed "NBC Music Appreciation Hour," which continued on the network for 14 consecutive years. In 1942, when the series ended, he remained as Music Counselor in an advisory capacity.

No history of the development of musical life in the United States would be complete without an account of Dr. Damrosch's career. He has been responsible for introducing many new compositions and artists here, for establishing many musical organizations, and for pioneering in radio musical education. It was he who introduced to America Brahms's third and fourth symphonies, Saint-Saen's opera *Samson and Delilah* and Honegger's *Pacific 231*. He conducted the first appearances with orchestra in this country of Paderewski and Kreisler.

He also has done much to further the careers of American composers. Dr. Damrosch directed the premiers of Gershwin's *An American in Paris* and *Concerto in F*, and of Deems Taylor's *Through the Looking Glass*. He not only brought Lilli Lehmann, the great European singer to this



Holding high an engraved silver platter is Dr. Walter Damrosch, who has retired after 20 years at NBC.

country, but also is credited with the discovery of Helen Traubel, America's leading Wagnerian soprano.

Dr. Damrosch regards his work in musical education of the young as his most important contribution to the art. As early as 1891 he organized his Young Peoples' Concerts, which were attended through the years by many thousands of youngsters.

SUGGESTION WINNERS

The thirteen suggestion awards of the month came to a handsome total—\$125. And top among the winners was Howard Eitelbach of Engineering, who was presented with a \$25 Bond.

Howard offered two suggestions—one concerned a method for clamping television camera cables in Studio 3H to prevent them from being moved when the cameras are operating—the other presented a "trouble-shooting" cart or portable work bench to be stocked with television test equipment.

Mary Alcombrack of Television Sales won \$15 for a cost-saving idea. She suggested that employees be informed of the outside messenger rates, and when regular deliveries are made to our offices outside the building, as a means of economizing on special messenger bills.

Six people fit into the \$10 award category. John Morrissey of Recording Engineering, received his for suggesting maps in convenient places to aid visitors in finding our offices. His was the first of a number of similar proposals. Harold Luedeke, also of Engineering, suggested the removal of the door saddle to Studio 4K to lessen the wear and tear on turntable equipment. Russell Strebel of Traffic sug-

gested the removal of the wartime emergency lighting system on the fifth floor. Fritz Rojas of Engineering was honored for suggesting a procedure for employees to get acquainted with company officials. A member of Station Relations, Daisy Abramson thought the elimination of applause from certain types of television productions would make the shows more effective to the viewer. And Bob Button of Night Program suggested a television supplement to the *NBC Network Advertisers* list.

Steere Mathew of Traffic won two \$5 awards this month. His ideas concerned the maintenance of music racks, and publicizing FM, television, shortwave and other lesser known activities of the company to employees. Carolyn Granzow of Engineering was another \$5 winner for an addition to the telephone message form. Also add Mildred Joy of the General Library, and Thomas Tart of the Mail Room to the list. Mildred's suggestion resulted in varying the color of the trade news release letterheads, while Tommy's resulted in improving General Service's billing procedure.

You too can win! Write your idea on a suggestion blank and send it to Suggestion Committee, Room 508.

It happens at NBC

ADVERTISING & PROMOTION—Betty McCormick, comely Gregg-arious secretary to C. B. H. Vaill and Art Forrest, finds her "S finger" (typists smile knowingly) glorified by the symbolic stone. Yes, she's lovely—she's engaged—we haven't checked her cosmetic preferences... Our candidate for AA secretary, Aneita Cleary, seen upon a box borrowed from "Life Can Be Beautiful," outlining her platform: An administration fraught with activity, including Bo-Lo, mumbly peg and chalkin'... Idwal Jones, well-known novelist (*The Vineyard, High Bonnett*) has authored a new tale of a California quick-silver mine titled *Vermilion*. The book is dedicated "To Enid" (Enid Beaupre, A. & P.'s librarian, that is), Jones' sister. Several years ago Enid convinced Jones that he had a flare for writing.

CONTINUITY ACCEPTANCE—An air of expectancy hovers over Room 414 as the great day approaches when Kathleen Henderson boards the SS America for a long-awaited trip home to Erin's Isle with instructions to bring back

everything from a shamrock to part of the Blarney Stone!

CONTROLLERS—Wedding bells on April 26th for Carol Smith and Mr. Frederick Rohde... Competition has been keen all year between the Controllers #1 and #2 bowling teams and now that the season is almost over, it's a close fight to the finish.

ENGINEERING—Bob Byloff of the Facilities Group announced his engagement on April 4th to Miss Betty Legler of Scarsdale. The wedding is set for June 28th, to be followed by a trip to Bermuda... Up on the 10th floor Evangelo Sangas of Air Conditioning is giving his large refrigeration machines the final adjustments before the constant run throughout the summer months.

GENERAL SERVICE—The Mail Room welcomes five new recruits—Dick Sandhusen, Charlie Rawski, Al Dublin, Bob Guenckel and Chuck Wetterer... Jean Woodside is taking her vacation in May so that she can sing the soprano solo in Haydn's *Creation*. The performance will take

place in Charlotte, N. C. (Jean's home town) during National Music Week.

INTERNATIONAL—*Latin America, Take Him Away*: The red-lettered notices plastered around 410 read—"Au revoir, hasta la vista, S'long now, ate logo, arrivederci, auf wiedersehen, paa gensyn, Buck". It turned out to be a multi-lingual herald's call for all language sections to plot a shindig to bid fare-thee-well to E. B. Canel. Winding up a 9-year stint, which made him the outstanding American broadcaster to Latin America, Buck is heading out for San Juan, Puerto Rico, where he's taking over as manager of station WNEL, local NBC affiliate. The gang he left behind him paid him the homage due a frisky elder statesman with a gag on tap. Some 75 guys and gals cavorted at the Hotel Victoria in "una fiesta furiosa". Latin America, send him back once in a while. We'll miss him.

Now It Can Be Told: Lee Emmerich, off to become ace disk jockey of the newest station in the Boston area, left behind him one of the better-kept secrets of the day. He'd been wed since Thanksgiving to pretty Susie Bleakley of GR. Lee left as Schuyler Chapin returned from a Florida honeymoon with a superb sun tan, and promptly brought his bride's family into the radio world. He helped Walter Law arrange a guest spot for papa-in-law Theodore Steinway on WNBC's Saturday Stamp Club.

Short Distance Mover: Jay Carver, of the News Room, came up from the audition for English Section writer-announcers to adorn the room with black crepe, in memory of what he thought was a bad job and lost opportunity. But the lad turned out to be a better announcer than prophet. He got the job, and moved his desk some 20 feet into English. A few days later his News Room chief, Ed Whitney, followed suit.

Seek Not and Ye Shall Find: For 3 long, cold, weary hours Eileen Tobin and Betty Rapp sweated out the line for standing room at the Met performance of *La Boheme* with Ferruccio Tagliavini. At length they hit the box office and it hit right back. "No more tickets." Unfazed (much) they went out in search of a Tagliavini movie believed hiding out somewhere in midtown. No could find. So Betty walked Eileen to the subway, and then headed down Broadway toward the tubes and home in New Jersey. She passed by the Met, as folks flocked out between acts. A "seedy old gent" spied her, and came over for what she figured as a pitch for a handout. So it was—in reverse. He held out a ticket for 7th row orchestra, and said: "Would you like to see the last

act? I can't stay for it." So Betty saw the last act, neatly bunched in "between a mink and a sable."

LEGAL—Our birthday babies for April were Paul Lynch, who arrived on April Fool's Day, our boss the "Jedge" on the 13th, Bea Horn on the 16th, and Henry Ladner on the 22nd. We do feel April was a lucky month for us... Dorrie Crooker doesn't burn the candle at both ends but she sure does burn a mean book of matches—and as a consequence had a couple of nasty burns on her hand... "Lana Turner" Barr (Mildred to most people) finally finished that white sweater she was knitting. Makes her look kinda cute and fetching... Tears were shed in a nice sort of way when we lost Carl Yates to the RCA Law Department. Hope we'll still see him and we sure wish him lots of luck.

NATIONAL SPOT SALES—We lost but we gained when our favorite blonde, Pat Gormley, forsook Spot for Programming. As secretary to Bill Buschgen. Pat has been supplanted by Doris Kammerer, a newcomer to NBC. Another new and welcome addition to the Dalmatian fold is Emily Yott, attractive aide-de-camp to Don Norman.

Spot Conversation Piece, or, *Life Can Be Beautiful Up To a Certain Age* Department: Eileen Burns had just finished calling Pat Gormley the "Queen of Corn" for asking Mary Leard if KZRH wanted canned Squid as an advertiser "so the station could keep in the black", and Mary had saved herself a merciless death by refusing to answer, "I 'ink so," when the fascinating exchange of thoughts, which takes place all day long when order forms are being typed, changed to birthdays. Kay Agne, an old hand at research, revealed the newsy fact that no less than four Spot Salers were April born—Jim "the silver-haired tenor" Gillis, Carolyn "the mouse" Maus, Mary "availability" Leard, and Allan "Buster" Hughes. Marion Sheehan, silent until this point and all wrapped up in Lever Bros. Billing, wistfully patted her new and subversive hair-do (left-of-center) and wished, aloud and plaintively, that she were four or five years older—surely life would be more interesting. Pauline Mantione, not quite 19, looked up from her filing in wide-eyed amazement and said in shocked tones: "Four years older? Why, then you'd be 25. My goodness, who wants to be *that* old?" Whereupon Jim Gillis, who has looked as distinguished as you can get since the age of 19, emerged from his cubicle and did four cart-wheels across the office on his way to see Caroline Herbert. (Who, almost anyone will agree, is pretty well preserved—for a woman of her age, that is).



Bjorn Bjornson, NBC White House reporter (left), and DeWitt ("Red") Shultis, NBC engineer, display the results of an afternoon's fishing on their recent "vacation" in Florida with President Truman. Bjornson's catch, a 28-pound amberjack, was the largest of the presidential party. For it he received a silver loving cup. Shultis snagged a 17-pound barracuda. The best the President could do was a 5-pound mackerel.

Although a little rickety in spots, even Pauline admitted that Jim looked pretty good in action—especially considering the fact that he can't give his age in round figures for another 9 years, by cracky!

GUEST RELATIONS—The top day for tours during Easter Week was April 9th, when almost 3,000 visited the company . . . Welcome to John Lynch, Ira Stewart and Bob Crosby to the guide staff, and Bill Kelly, Charles Kambourian and Bob Shields to the page staff . . . Ken Derby is collecting pennies in a gallon jug. To date he has a well-round half-pint. . . . Payne Williams is spending all of his spare time learning lines for the 3 plays he is doing at the American Academy . . . James Melton doesn't rehearse in the Men's Locker Room. The voice that you hear sometimes is that of Angelo DeGregorio.

PROGRAM—Attractive wife of announcer Bob Sherry is the charming voice behind "Sparkle, sparkle, SPARKLE ooooooh that Oxydol Sparkle" heard over the airwaves many times each week . . . It's hard to startle anyone who's been around the Production Office for more than a week—but Don Gillis manages to do it now and then. No one knew why Don had his trombone in the office until he started to parade around all by himself, playing a jazzed-up version of the Washington Post March. In no time at all he had 4 or 5 followers winding in and out . . . Jay Seibel has left the Talent Office to become Program Manager of WWOD in Lynchburg, Va. . . . In Sound Effects two big events centered around Peggy Harrington. Peggy celebrated her 21st birthday on April 29th, and saw her first opera. She and Carol Doll went to the Met to hear Jennie Tourel do a fine job in *Carmen*.

RADIO RECORDING—This is the marryingest department! Ed Brinkerhoff has slipped a ring on the finger of Erica Renken; Natalie Guard plans to be married in May to Mr. Alfred Levy; both Fran Johnson and Ellen Jones are leaving in May to be married; and Connie Steinhardt becomes Mrs. Arthur Freedman on May 20th . . . The Robert Friedheims have been entertaining Charlotte Rose (who is the Radio Director for the Hansen-Rubensohn Advertising Agency from Sydney, Australia), and claim that she has captivated New York with her charm. Consequently, we're adopting new words into our vocabulary such as "fair-dinkum," "dinkey-die," and "bonzer," which is what Aussies say when meeting a "cobber" (friend) . . . Welcome to Catherine Keenan, new Billing Clerk, and Peg Yost, an NBC veteran, who is now sec-

retary to Bill Parsons, our Thesaurus and Syndicated Sales Manager.

RESEARCH—For a person who looks as healthy as Nancy Cahill, we can hardly believe she has lost her appetite. She might profit by chatting with Joan Hausman, who can be seen nibbling at any time of the day. On the other hand a visit with Emmie Hill will get you a steaming cup of coffee. Emmie consumes about 3 quarts of coffee a day . . . Bachelor Dwane Moore's dugout is about ready for show. He has spent a great deal of time, money and inventiveness in designing his apartment (strictly from a man's point of view) . . . The McFadyen to Gardner to Rumble trio report that all is well with the new infants at home . . . John Marsich's new bowling shoes have been well worth the purchase price. He's been striking 'em down with every toss. We expect a 300 score any day now . . . Now that it's Spring Ed England can dream about a trip to California in his new Cadillac.

Ann Mazzolla reported one morning that she had found Langley Collyer. When June Norman asked where, Ann replied, "He's editor of *Good Housekeeping*" . . . It is reported that Ann Russo and Joan Hansman are starting a contest to discover "Mr. NBC." They claim it is time there was a "beauty" contest for men for a change . . . Emil Rohner has a cure for Spring Fever—One Wayward Bus, A Pretty Girl, and a Book of Matches. Result: Emil meets girl on bus, gets address on match cover, gets date. But from the experience of Dick Page, meeting girl is NOT a cure . . . Ray Levine, our triple threat to Orson Welles, has produced two plays for the Drama Club and had lead parts in two other radio shows put on by the group . . . Our New Brunswick spy tells us one on Barry Rumble. Barry went shopping one day with his two older boys. He parked in a spot normally a free parking area but when he returned from the store found a ticket for parking. Barry immediately went to the Court House to pay his two dollars. On the way home Barry explained to the boys that whenever you violate a traffic rule to pay up right away, but to obey all rules in the first place. While this lecture was going on a loud whistle made Barry slam on the brakes. A cop came up and wanted to know why he was driving down a one-way street the wrong way. He didn't get another ticket but he sure got a ribbing from the boys.

TELEVISION—After 18 years at NBC, Jack Hartley bid his old friends farewell. He has joined the new Scripps-Howard television station in Cleveland . . . Pat Gray, sec-

retary to Warren Wade, has announced her engagement to a Manhattan College student . . . There was much excitement when Pat Roche came back from lunch and discovered she had been sitting at a table with General Sarnoff and Il. Leopold Spitalny.

TRAFFIC—The latest on honeymoons and apartments. Mary Collins Van Houten and her new husband of May 3rd motored south to Washington and Virginia Beach. Marie Seidensticker, the former Marie Byrne, and her husband of May 10th, are delaying their long honeymoon until July when they're taking their vacations. They took a short weekend trip to Port Jervis following the ceremony. Bob and Marie have an apartment in Ridgewood, but don't ask Marie whether it's in Queens or Brooklyn—she's still not sure. Elaine Blau, who becomes Mrs. Phil Scherl on June 1st, is planning a motor trip through New England and on up to Canada. We were sorry to lose Shirley Thursday. Shay's getting in practice for her August marriage.

TREASURERS—If you notice the girls in 411 with that faraway look, they're thinking of the palmist who told them all those good things to look forward to. So far, none of them has come true, but everyone is looking for that tall, handsome man just waiting to be met, or that long voyage to be taken . . . Doris Johnston forgave but never quite forgot having to call General Service to "open that door," when Ham Robinson locked her in. To add insult to injury, the window cleaner locked

her out while he climbed out on his appointed rounds.

WNBC—You go to work as a receptionist and you figure it's a nice safe job. You figure, how can a horse get in here? Which just goes to show how little you know about radio. Especially if you're a young blonde with a wonderful giggle guaranteed to break up an office in 30 seconds when a horse whinny comes right from the middle of the reception room containing nobody but a middle-aged man waiting for Clay Daniel. Somebody might warn you the man is Donald Bain the animal imitator! But take turtles, for instance. You figure, how can a turtle get in here? So, next day a red one crawls out of a box on your desk carrying "Tex and Jinx" on his back. Well, what with all that laughing—and watering turtle and keeping him from tumbling off the desk and breaking his whatever turtles break—a day like that can be very exhausting! Now, take elephants. You figure, how can an elephant . . . Anybody want a job as receptionist in WNBC? See Frances Carlson.

Catherine Clarke's Easter-time engagement to Eugene Formickella makes the fourth romantic announcement in a row for 416. No date has been set for the wedding.



FOR SALE—Brand new Suncraft sun lamp. Tony Provost, Ext. 8213.

FOR SALE—Man's wrist watch, 17 jewels, sweep second, waterproof, shockproof, Incabloc. Roy Sharp, Ext. 335.

FOR SALE—Two Western-type, round, hand-sewn bridles with fancy dress martingales and breast collars. All sterling silver mounted and stitched by hand. Will sell as pair or separate. B. van Praagh, Ext. 606.



To Paul Rittenhouse, Guest Relations Manager, and Gerry Bicking Rittenhouse (formerly of International) their second daughter, on April 5. Name: Barbara Ellen. Weight: 8 lbs.-3 oz.

To Robert Roys, Executive Receptionist, his first child and daughter, on April 11. Name: Kathleen Mary. Weight: 6 lbs.-14 oz.

To John H. MacDonald, Vice President in charge of Finance, his first grandchild, on April 12. Name: John James Fifield. Weight: 7 lbs.-6½ oz.

DEPARTMENT REPORTERS

Leonard Allen—Intl.
Anne Bachner—Telev.
Mary Bell—Engrg. Rec.
Barbara Bennett—GR
John Bloch—Program
John Casey—GR
Kay Collins—Traffic
Phebe Crosby—Music
Walt Ehrgott—Production
Jacob Evans—Adv. & Prom.
Don Frost—Information
Vince Genzardi—Engr. Maint.
Bill Haerer—WNBC Trans.
Kay Henderson—Cont. Accept.
Frances Heim—Controllers
Elaine Hollywood—Traffic
Roselle Hubel—Press
Allan Hughes—Spot Sales
Ethel Grace Johnson—Treas.
Marjorie Loeber—Publ. Serv.
Frank Loughran—Sound
Marion Lucas—Sta. Rel.
Harold McConaghy—Air Cond.
Florence Meyfohr—RRD
Betty Michaelis—Purch.
Jim Myers—Personnel
Ed Stolzenberger—Engr. M C
Agnes Sullivan—News
Elenor Tarshis—WNBC
Ed Watkins—Engr. Stud. & Fld.
Cal Wheeler—Mail
Alice Wilson—Legal
Bob Wogan—Announcing
Will Zurflied—Research

NEW OFFICERS TAKE OVER A.A. REIGN AT CORONATION DANCE

There were gay-colored streamers and muted lights and mellow music on Friday evening, May 2nd. It was the much heralded Coronation Dance in 8G to induct the new Athletic Association officers.

Matt Boylan of Traffic, the AA's outgoing first veepee, presided in the absence of Bill Clarke, who was laid low with a cold. With great pomp, Nick Kersta of Television was introduced as the new AA president. Nick was seated on a draped throne and crowned by lovely Gloria Klein of Production midst a shower of confetti. Then each of Nick's fellow-officers—Tom Knode, first vice president; Adelaide Orr, second vice president; Aneita Cleary, secretary; Ham Robinson, treasurer — were presented.

Dick Dudley, venerable member of the Announcing staff, emceed the evening's entertainment, which included Mary Jane Orth, lyric soprano from GR, Tom Shay (who came up from the lower depths—i.e. ABC—for pantomimes and a soft-shoe routine), and Dick himself, who had the crowd roaring with weather-reporting as some of the top news commentators might do it.

Later in the evening everyone clutched numbered buttons and listened as the door prizes were announced. Winners were Jim Leiper of News, Al Walker of Executive, Corinne Pearson of Employee Services, and Bob Tiedje of GR. Joyce Lester of the Guest Relations Ticket

NBC CAREER DAY

(Continued from page 3, col. 2)

Opportunities for advancement in the programming end of radio were outlined by Richard McDonagh of Script, Ernest La Prade of Music, Robert Adams of Production, Pat Kelly of Announcing, Dwight Herrick of Public Service, Frank McCall of News, and Noran Kersta of Television.

The entire program was held on Saturday, between 11:45 a.m. and 2:00 p.m.

RCA SHOWROOM

(Continued from page 2, col. 3)

of this world's fair-ish Showroom. Scuttlebutt has it that it would be a good idea to stop in to see it before June. Grover Whalen and Gypsy Rose Lee move in then and the crowds will be terrific.

FOR SALE—Prerov 8x30 binoculars, with leather case, \$50. Roselle Swensen, Ext. 358.

Athletic Association



Crowned and enthroned, Nick Kersta of Television grins happily as he takes over the AA reins for the next year. From the left, he is surrounded by fellow-officers Adelaide Orr, Ham Robinson, Aneita Cleary, Tom Knode. Their first project will be this summer's outing.

Division did the drawing. Door prizes included Radio Recording's superb album called *Rendezvous With Destiny*, a cigarette lighter, a pocket-sized kit with comb, brush, and clothes brush.

The dance's success is uncontested and plaudits should certainly go to Bill Clarke, Matt Boylan, Rita Alevizon, Helen Moore and Bob Myers, all of whom collaborated to put the AA through another good

year. Members of the dance committee were Cal Wheeler, Gloria Klein, Al Cole, Bill Garden and Joan Madden.

The AA's membership, largest in its history, agrees that the dance brought the season to a happy conclusion, and a hopeful note for the future was not hard to detect. As Nick takes over for Bill, you can watch for more and more big AA doings. Nick's slogan — At NBC everyone's an AA member.

SOFTBALL SEASON UNDER WAY

As this issue of Chimes goes to press, the NBC Softball Team has a record of one victory and one defeat in the Midtown Variety League. The squad took their opener on the evening of April 22, downing Paramount Pictures 6-5 in a game called at the end of 4½ innings because of darkness. The following week, April 29, they dropped a loosely-played contest to Universal Pictures, 13-10.

Hal Bowden of Television, who carried the pitching burden last season, hurled the opener against Paramount, and provided the winning margin with a home run in the fourth frame. Ernest de la Ossa of Personnel and Hugh Teaney of Guest Relations, contributed two-base hits.

In the Universal game, NBC was forced to start the game without a regular pitcher. Five Universal runs in the first and four more in the second provided a lead difficult to overcome. Ernie de la Ossa arrived to take the mound in the third, while a combination of NBC bats and Universal errors narrowed the gap, but it was too late.

The highlight of the game from the NBC standpoint was a collision in the field of two Universal men, followed by two errors on the bases which allowed George Dobbs of GR to round the bases for a score on an easy fly.

DRAMA CLUB

(Continued from page 1, col. 3)

Jack Costello, and assorted characters well-defined by Charles Mangano, Bob Tiedje, Al Stetson, Jack Beecher and Hugh McDermott.

Camp Follower was title-rolled by Barbara Moreno. Tom O'Brien, director of the piece and no fool, surrounded himself with a bevy of 14 girls, who portrayed various army wives, boarding-house owners and army-town harpies. Al Eichen had the delightful role of the lone male in the cast. Bruce Powers announced on the first two shows.

The third production, *The Withering Glare*, centered about a real-life if-looks-could-kill character, played to withering heights by Elenor Tarsis. Characters who either shriveled to shreds at the sight of the shrew or shrank to the shrubs at the shrug of her shroud included Jack Kuney, Walt Ehrigott, Steve deBaun, Hugh Teaney, Rog Tuttle, Cal Wheeler, and Bill Mutell. Steve White announced and John Bloch directed.

As we said, Elsie Dinsmore would have been delirious at the Drama Club's general meeting. If you don't happen to be an Elsie, or a Bobbsey Twin, but you'd like to try out for next month's hassels, drop up to Room 508, knock on Don Bogert's shoulder-pads, and sign up.



Chris Stork of GR found the shoe to fit Helen Bosshard of Radio Recording during the Cinderella dance.



Chimes

NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

JUNE • 1947

VOL. 5 NUMBER 4

THANKS FROM THE RED CROSS

The following letter has been received from the Red Cross by Ashton Dunn, Personnel Manager, acknowledging the gift of \$1,356.22 made by NBC employees:

"It is with pleasure that I enclose the official receipt for the generous contribution to the Red Cross 1947 Fund made by the employees of the National Broadcasting Company, Inc.

"The American National Red Cross and the New York Chapter are most grateful for this continued support and the confidence which your donation signifies. It is only possible to continue our many services with your help.

"The record of achievement behind the countless millions who have been assisted by the Red Cross shows that you have reason to be justly proud."

The letter was signed by James M. Cecil, Chairman of the New York Chapter.

EMPLOYEES SEE ATOM FILMS

During three different performances last week, many NBC employees were able to see the terrifyingly spectacular films of the atom bomb blasts at Bikini. The movies, which were taken in color, are the official records made by the U. S. Navy, and titled "Operation Crossroads."

In addition to "Operation Crossroads," we were privileged to view movies depicting the important role of the submarine corps in fighting the Battle of the Pacific. For security reasons information about the Navy's submarine division was not released until after the war. The film is appropriately entitled, "The Silent Service."

These two films were made available to WNBC, and through them to NBC employees, by the New York Naval Recruiting Service, in appreciation for the station's cooperation in their recruitment campaign. The showings took place in the Johnny Victor Theater of the RCA Exhibition Hall.

SIX EMPLOYEES RETURN FROM MILITARY LEAVE

Six young men have doffed their khaki after service with the Armed Forces, and have re-joined NBC. After better than a year of duty as a Corporal in the Army, Donald Bartsch is back in Duplicating. Don was an MP and patrol driver. Arthur Bruckman is now working in International after more than a year in the Army as a Private. Art was a message center clerk and radio operator.

Robert Kranendonk, Ralph Hansen and Lawrence Fitzpatrick can be found in Guest Relations. Bob saw service in Europe as a Platoon Sergeant, in command of a light weapons infantry platoon. Ralph was a medical NCO with the rank of S/Sgt. and service in Europe. With 4½ years in the Army, Larry Fitzgerald was a S/Sgt. with supervision of a scouting and reconnaissance unit in Europe and Africa.

Having participated in the Jap occupation, Alfred Weber is now a member of the Engineering Department. Al was a Pfc, and his duties included guard duty, highway patrol and personnel work.

Of the 668 NBC men and women who saw war service, 477 have returned to the company; 310 came back in 1946.

THEATER TICKETS FOR EMPLOYEES OBTAINED AT DISCOUNT

Employee Services has been doing a rushing business as a theater ticket agency. During the past month special arrangements were made to obtain reduced rate tickets for many of Broadway's popular shows. Lists of performances have been posted weekly on the company's bulletin board and have attracted wide attention. To date 212 tickets have been reserved, totaling \$660.

The Personnel Department tries to employ young men and women of high calibre when junior positions are open. That's why they are glad to have NBC employees refer their friends to Room 505 for interviews.

MANY NEW MEMBERS INDUCTED IN 10 AND 20 YEAR CLUBS

Waldorf Grand Ballroom Scene of Celebration

There were flowers and candles and good company in the Grand Ballroom of the Waldorf-Astoria on Monday evening, June 2nd. The occasion was the induction of 52 Ten Year Club and 25 Twenty Year Club members. This brings the number who have been with NBC ten years or longer to 419, while the real old-timers total 64.

KPO ANNIVERSARY

NBC's Golden Gate station in San Francisco, KPO, celebrated its 25th anniversary on April 17. Its first 100-watt signal was sent out in 1922. The occasion was marked by a two hour broadcast featuring many radio and motion picture stars.

In 1927 KPO became an NBC affiliate, and in 1933 NBC assumed operation of the station. Its 50,000-watt transmitter makes it one of the most powerful stations in the West.

Station KPO is managed by John Elwood, and employs 151 people.

It was the first station to broadcast grand opera direct from the stage and football direct from the stadium, and has scored many other "firsts."

The Club members gathered first in the lounge for cocktails (everyone was especially glad to see George Parsons, Adolf Schmid, Herman Landwehr, Mable Phelps, Elsie Ashton, Elbert Williams and Chris Flint, all of whom are enjoying retirement), and later adjourned to the dining room for the banquet, with Dr. James R. Angell, Public Service Counselor, acting as toastmaster. While the crowd lingered over coffee, Dr. Angell kept the hall rippling with laughter as he presided with his well-known joviality and wit. He was followed at the microphone by the Company's chief executive. Niles Trammell outlined the company's superior position in the broadcasting industry and thanked all the employees present for their vital contribution to the Company's success.

(Continued on page 2, col. 1)



Rehearsing for their appearance at the Ten and Twenty Year Club dinner at the Waldorf last week, is the NBC Chorus directed by Jim Kovach of Production. In the background, left, Charles Vaill, Bob Kranendonk, Arnold Ewert, Tom Kerr, Ray Levine, Jack Kuney, Don Meissner, Angelo DiGregorio, Charles Atlee, Bill Ervin, Jim Van Gaasbeck. (Center row) Betty Brand, Winifred Mullen, Virginia McGowan, Corinne Pearson, Lucille Sharp, Rosemarie Gordon. (Front) Mary Jane Orth, Pat Gormley, Lucy Nocella, Regina Boyan, Anita Hoffman and Jean Woodside.



CORINNE PEARSON, *Editor*
LUCILLE SHARP, *Managing Editor*

A MESSAGE FROM THE EXECUTIVE VICE PRESIDENT

The Years Which Lie Ahead



Frank E. Mullen

"The years which lie ahead are as rich with promise of new opportunities and responsibilities as any in the past."

That sentence appears on page 3 of our latest Annual Review. It refers to the current progress of television. The opportunities and responsibilities suggested are those ahead of NBC as a company and—an inevitable result—those ahead of the men and women in our organization.

Television is going to be a big thing. It is going to get big within a very few years, and then it is going to keep on getting bigger for many years more.

NBC television is going to require lots of people to run it—in engineering, sales, program production, station relations, publicity, promotion, research, accounting and various other types of work, some of which perhaps we don't even suspect as yet. There will be an increasing call for brain-work and leg-work, inspiration and perspiration, and—on top of everything else—enthusiasm to help build this great new art and industry.

The key people in NBC television up to this time have come out of our own organization. As sight-and-sound operations develop we expect to keep on drawing men and women from the same source.

Sound broadcasting, for as long ahead as we can see now, is going to continue to be a major operation—as full of important jobs as it is today. The point I am making is that ours is an *expanding* business, and with television coming along we are likely to expand at a faster rate than any well-established enterprise I know.

In other words, although NBC has passed its twentieth birthday, it is still young and growing. It is going to keep on needing people who are capable of growing with it and measuring up to the opportunities that lie ahead.

10 AND 20 YEARS CLUBS

(Continued from page 1)

Following the President's short speech, the members to be inducted into the Club converged on the stage. The Ten Year members were presented with the traditional gold button for loyal service by Frank Mullen, the Executive Vice President. Mr. Trammell did the honors for the Twenty Year members, giving each a service button studded with a ruby.

The evening's entertainment was prologued by the famed NBC chimes, sung out by the members of the NBC Chorus. The Chorus, under the direction of James Kovach of Production, sang a number from the musical, *Carousel*, and a spiritual. Membership in the Chorus is made up entirely of employees, and solos were sung by Mary Jane Orth

of Guest Relations, Don Meissner of General Service, and Jean Woodside of the Mail Room.

With Ed Herlihy of Announcing as master of ceremonies, the show included dancer Sondra Barrett, comedian Milton Berle, singer Tommy Hayward, satirical dancers Mata and Hari, and "Jumbo" the trained seal. Music was by Milton Katims. The entire program was arranged through the Program Department's C. L. Menser and Fred Shawn, with Jim Kovach acting as producer.

The new members of the Twenty Year Club are: William Bloxham, Gustave Bosler, Alice Brazee, Alfred Christopher, William A. Clarke, Walter Damrosch, Paul Dumont, Henry Gabrielson, Alfred Goldsmith, F. Melville Greene, Charles Grey, Paul Herrold, Joseph Kent,
(Continued on page 3, col. 4)

SUGGESTION WINNERS

RECORD \$300 AWARDED BY COMMITTEE

Biggest news of the month from the Suggestion Committee is a double award for a real cost-saving idea. The brain-stormers are Al Frey and Walter Wiebel of Traffic, both of whom received awards of \$50. It is estimated that their suggestion, which concerns teletype messages to network stations, will save the Company thousands of dollars each year. It is planned to give the proposal a 6-month trial, at which time the Committee will decide whether an additional award is merited.

Elenor Tarshis, formerly of WNBC and now of Script, found herself the winner of \$50 for an ingenious creation. In her spare time she compiled a cleverly-written booklet on WNBC's operations, which has been distributed to all the department personnel.

Two members of Program, and another from Guest Relations, are the proud possessors of \$25 Savings Bonds. Ann Jockwig of Music won her award for an idea to safeguard the books in Music Rights. Fred Knopfke of Sound Effects presented a suggestion for cutting down the number of Executive Orders issued, as a means of cutting time and costs. Bob Tiedje suggested special identification buttons for G.R. supervisors.

An award of \$15 was voted for Alfred Crowder of Air Condition-

ing, when his suggestion resulted in having the Guest Relations Department notify Air Conditioning in advance when there is to be a studio audience so that the temperature can be adjusted properly.

The winners of \$10 awards are Harold Pietsch of Air Conditioning, Pauline Sherman of Research, Vivian Dennis of Station Relations, and Robert Daniels of Engineering. Hal suggested a means of identifying the sixth floor as the NBC supply and receiving station. Distributing budget booklets from the *Spending for Happiness* program to all employees, was Pauline's idea. Vivian suggested a file "check-out" ledger for the Stations file office, and Bob won his award for improvement on television cameras.

There were also four \$5 awards. One went to Stuart McQuade of Sound Effects for suggesting a wallet-size "Personal and Company Property" card. Bob Roys, sixth floor receptionist, had an idea that resulted in augmenting equipment for the Executive Board Room. Margo Schaeffer of Research was the first of several who suggested that we display a modern microphone among the more ancient models on exhibit on the fifth floor. And Margaret Hadley of Traffic suggested special stencil-typing instructions for secretaries, typists.

PROMOTIONS

Raymond Angus has been promoted from Recording Messenger to Recording Clerk in Engineering.

Jack Barefield is now Assistant Supervisor of Continuity Writers, a promotion from Continuity Writer in Radio Recording.

Ronald Backnick goes from Guide to Cashier in Guest Relations.

Eleanor Barnes has been upped from Order Clerk to General Order Clerk in Radio Recording.

Gerard Breiten goes from Matrix Man 2nd Class to Matrix Set-up Man in Engineering.

Cecilia Diaz has been promoted from Guide in Guest Relations to Assistant Talent Booking Clerk in Program.

Joseph Durand is now Supervisor of the Newsroom in International, a promotion from Page in G. R.

Dennis Frakes won a promotion from Recording Messenger to Recording Clerk in Engineering.

Robert Hanretty has been promoted from Recording Clerk to Matrix

Man 2nd Class in Engineering.

Marion Hayduk goes from Jr. File Clerk to Jr. Syndicated Sales Clerk in Radio Recording.

Jacqueline Lagarosse has been upped from Typist to Instantaneous Order Clerk in Radio Recording.

Thomas McFadden, formerly Director of News and Special Events for WNBC, is now Assistant Manager of WNBC.

Barbara Moreno, former Guest Relations Guide, is now Broadcast Ticket Clerk and Receptionist for Network Sales.

Wilfred Snow has been promoted from Painter to Chief Painter in General Service.

Joseph Rothenberger goes from Page to Assistant Supervisor of Page Operations in Guest Relations. Lily Svenningsen has been upped from Jr. to Syndicated Sales Clerk in Radio Recording.

Edward Whitney, former Supervisor of the International Newsroom, is now an Intermediate Writer-Announcer in International.

Joseph Zitz has been promoted from Recording Clerk to Matrix Man 2nd Class in Engineering.

"CHIMES" GOES TO THE TEN YEAR CLUB BANQUET

HOMAGE, HUGS AND HANDCLASPS
HERALD OLD-TIMERS



Toastmaster at the Ten and Twenty Year Club celebration was Dr. James R. Angell, Public Service Counselor and President emeritus of Yale. Dr. Angell was later inducted as a Ten Year member himself.



A lovely lady from the Music Division joins the Twenty Year Club. Marion Murray is congratulated by Niles Trammell. The women with 20 years' service were presented orchids by the President.



It was a pleasure for Frank Mullen to be able to induct seven women into the Ten Year Club. Here Caroline Herbert of Spot Sales gets a Mullen hug along with her service button.



One of the President's secretaries joins the Ten Year Club. Anne Witmer was a stenographer when she first came to NBC. Both she and the Executive Vice President look happy about it all.



Guest of honor at the head table in the Waldorf Grand Ballroom were NBC's Twenty Year Club inductees. Shown here are (from the left), Andrew Waddell of Engineering, Steere Mathew of Traffic, Bill Clarke of Engineering, Mel Greene of Network Sales, and Marion Murray of Music.

HEAD PAINTER RETIRES



A testimonial is presented to a loyal friend. At a gathering of his friends in an 8th floor studio Chris Flint, retiring Head Painter, is presented with a plaque with the tools of his trade gilded and mounted. Chris's successor, Wilbert Snow, gifted him with a monogrammed ring, on behalf of his fellow-workers.

A large group of friends from General Service and Engineering gathered on the eighth floor one afternoon last month to say goodbye to Chris Flint. It was meant to be a surprise, and the carpenters and painters that Chris has worked with for sixteen years had gone to great pains to be sure they wouldn't be forgotten. And they won't be.

Midst a round of applause and bravos, Chris was lead before a microphone for the first time in his many years with NBC. Bill Thompson, Building Maintenance Supervisor, then came forward to present Chris with a wrist watch—the Company's token for long and loyal service.

Chris was even more amazed when Wilbert Snow, his successor, came before the mike and gave him an engraved plaque mounted with his trusty tools—dipped in gold. Then, as Chris stood by, the engineer in the control room was signaled and a record began to play:

*"Tis a wee gift for you, Chris,
No more than a thought.
We made it ourselves,
'Tis a thing can't be bought.*

*"We'd like you to have it,
To hang in your boat.
If she dare spring a leak
This will keep you afloat!"...*

The recording was given to Chris to commemorate the day of his retirement.

Chris is a slight man with a twinkle in his eye and a brogue that can be traced back to his growing-up years in England. He was born in Nottingham in 1882, and came to this country in 1912. He now lives with his sister in New Jersey.

Chris came to NBC in 1931 and became Head Painter in 1936. There

is scarcely a corner of NBC that has not had a coat of paint from Chris's brush. He has no plans for his days of leisure, except to get plenty of rest and relaxation at his cottage on the edge of a New Jersey lake. "One thing is certain," Chris points out emphatically, "I won't be doing any painting!"

10 AND 20 YEAR CLUBS

(Continued from page 2, col. 2)

Steere Mathew, Hugh McGeachie, William Burke Miller, Marion Murray, Granville Peers, Robert Sharpe, Ella Sheil, James Gordon Strang, Andrew Waddell, Helen Walker, Jens Wies, and Roy Witmer.

Inductees in the Ten Year Club were: Donald Abbott, Burton Adams, Clarence Alexander, James R. Angell, Henry Brockman, Margaret Brodie, John Burrell, Martha Carlson, Norman Cloutier, Joseph Daly, Trygve Danielson, Ashton Dunn, Ken Dyke, William Eliscu, Frederick Everett, Robert Fraser, Robert Friedheim, Thomas P. Gannon, Harry Grelick, Radcliffe Hall, Murry Harris, Harold Hartwell, Henry Hayes, Caroline Herbert, John Holmes, William Irvin, Noel Jordan, Mildred Joy, Stephen Kanych, Cyld Kittell, Helen Korday, Reynold Kraft, Melvin Lewis, Frank McCall, Richard McDonagh, Edward McGrady, Joseph Miller, Samuel Monroe, Fernando Montilla, Walter Mullaney, Louis Newman, James Nix, Arthur Oppenheimer, Finn Pedersen, Ruth Preston, Peter Ratyca, Alfred Saunders, Daniel Schmidt, Thomas Sprague, William Stern, John Treacy, and Anne Witmer.

It happens at NBC

ADVERTISING & PROMOTION—Jack Snow was spending his Saturday afternoon, as he so often does, in one of those weird little bookshops where rare first editions and back issues of *Harper's* compete for space on cobwebbed shelves. He gave a start when before him there lay a volume even Jack had never heard about, a book called *Dark Music* by Wilbur Chapman Goodson, with a foreword by Wilbert Snow. Jack looked under his arm where he had a copy of his recently published book. Title: *Dark Music* . . . "Pop's in the Kitchen" is the title of Dick Blake's (A & P chef de copy) latest magazine article appearing in the current issue of *Parent's Magazine*. Dick's treatise is a culinary primer for husbands who face one of life's less happy challenges—cooking for convalescing wifely upon their return from the hospital with new additions. Dick writes from bitter experience in an article full of laughs, recipes, menus and sympathy . . . Sad countenances in Audience Promotion reflected the loss of Claire Hyland. Claire's leaving represents a 33½% loss of blonde A & P-ers. Present count: Brunettes 19, Blondes 2 . . . George Wallace, who just can't keep out of print, is at it again, this time with a promotion, to Sales Promotion Manager. Net result: A promotion in Promotion . . . New additions to the gang: Beverly Fleming, secretary to video promoter Charlotte Stern, and Charles Hastings Forrest, whose arrival was sponsored by Art and Hazel Forrest. *Broadcasting Magazine* hailed Charlie's arrival under "Production" . . . Special plaudits are due Ethel Gilchrist, Al Hurlburt and Aneita Cleary for producing one of the most attractive and original maps in the history of cartography, "The Delighted States of America."

CONTROLLERS—On Sunday, June 8th, Lucy Nocella gave a song recital at Harvey Hall in Jamaica. Lucy is a soprano and has been studying voice for over two years . . . Two more weddings are in the offing. Gertrude Stoltz plans to be married to Mr. Harry Holden on July 5th. They've found an apartment! And Marie Trischetti announces her engagement to Tom Milo. If they can find living quarters, they will marry in October . . . The month's departures include Joan Madden, who has moved to Dayton, Ohio, and Grace Johnson, who has been transferred to the Loan Group in Stenographic.

ENGINEERING—Fred Everett is sweating out the problem of getting the FM and TV transmitters into operation for the opening date in

Washington. The crucial hour will come and go and Fred will live to enjoy watching Ted Nolen and Don Castle eliminating the bugs from the Film Studio facilities at a later date . . . Of course, it's pressure of business that keeps Jerry Hastings in Hollywood "lining up" the audio equipment for the new studios and recording facilities just added to NBC's Vine Street air castle . . . 517 welcomes Ann Carey, who has settled in the general office to take care of "lug count" typing. If those cable record sheets seem mysterious to her she need suffer no embarrassment because she is not the only one in the dark . . . Reports of super-colossal rhubarb, vigorous asparagus and catalogue-quality strawberries have been received from the publicity agent of the Rojas Rancherita . . . The next time Charles P. "Doc" Dickson goes fishing you can bet that he will be careful of where he stands. Not long ago he, Phil Falcone and Harry Hiller (former studio engineer) went on a trip to the Catskills. Doc left the others to try for some bass in a nearby stream and waded out from shore to get a better vantage point. He soon found himself engulfed in quick-sand and being slowly sucked down. He tried to free himself, but having no lariat he had to yell for help. Phil and Harry heard him and came running, and it is to these stalwart men that we owe Doc's presence today . . . Objects of envy are Harry Grelck and George Anderson, who were among the luckies to go to Brazil for the NBC coverage of the solar eclipse . . . Romance is blooming in Recording's haywire heaven. A momentous memo was circulated on May 7th announcing that one of our most eligible bachelors had been married on May 2nd. The groom is Edwin Schabbehar. He married Miss Ruth Hadorn . . . Charles Pruzansky was married to Miss Naomi Cohen on June 1st in Brooklyn. Thesefortunates actually found an apartment—in New York City! . . . Virginia Anthony has been renovating her Pennsylvania Dutch farmhouse near Allentown. She did all her own papering and painting. Mary Bell has a small house (two rooms) on the property and spends her week-ends gardening.

GENERAL SERVICE—Any Sunday morning at nine Bill Kelly and Tommy Tart, Mail Room bosses, can be found playing a strenuous game of handball somewhere in the Bronx . . . June vacationers in the Mail Room are Cal Wheeler, Bob Roys, Gene Alexy, Henry Ferens, Fred Lambert and Jimmy Graham . . . The newest mail messenger is Myron Kramer . . . Newcomers to

Stenographic are Arety Cotzias and Joan Perales. Joan is replacing Jay Conover as clerk-typist, while Jay is now a full-time typist . . . Jane Hendrie is back with Steno again after being in Program for over a year . . . Most of the girls in the Telephone Room turned out for Pauline Kohler's wedding and reception in Brooklyn. Pauline was married to Mr. Jack Bossmeyer on May 25th and honeymooned at Niagara Falls . . . PBX's Marie Finan found a wallet in the subway with \$2.05. She dutifully returned it to its owner, a receptionist in the RKO Building. The grateful loser offered a reward, but Marie declared that the only payment she wanted was the return of her own wallet if she should ever lose it.

GUEST RELATIONS—Well, spring is here. Bob Sharpe of Set-up says that there is plenty of it in his household. With his 6-month old twin boys, he says the old homestead is really jumping . . . Still in Set-up, we find Jimmy Cashion and Joe Kall running neck and neck for the title of Chinese Checker Champion . . . First from GR to explore the wonders of nature this year were Joan Tito, Joyce Lester, George Dobbs and Michael Yahia. Means of transportation: Bicycle. Place: Central Park . . . Alice Kennell and Muriel Morgan have found new friends in the form of four-footed equines. We think something has come between them and their horsey acquaintances, for lately their manner of ambulation has been rather strained . . . Congratulations to Joe Durand for his new assignment as supervisor of the International News Room . . . Greetings to three new additions to the guide staff. Sally Thomas of St. Petersburg, Florida, has been to Arkansas University and says she is interested in writing as a career. Ann McGuire, from New York, is studying dancing. And Marcella Decker, who has modeling experience behind her, hails from Indiana and hopes to compete with Bergman on the stage . . . The Brass Button Review, GR's annual show, has gotten under way with Dick Schneider and Hugh Teaney at the helm. The staff of writers is topped by Barbara Brady, Dan Durning, Bob Cook and Payne Williams. With comedians such as Ralph Barkey, John Hargreaves, Dick Traufeld and Leroy Waldron, and singers like Mary Jane Orth, Norman Seltzer, Ira Stewart and Bob Fisk, the show should be entertaining and complete.

INFORMATION—Ethel Smoak is justifiably proud of her family. She recently participated in her parents' fiftieth wedding anniversary . . . Irene Kuhn is probably the only 3-armed woman in NBC. The new feature is made possible by the addition

of Arax Kazanjian as her "right hand gal."

INTERNATIONAL—Ernie Noth, that ever-writin' man, will be back in the American bookstores shortly. His political essay, "Bridges Over the Rhine" (a study of the German peace problem), is coming out in an American edition in mid-August. Ernie's now at work on his fifth novel (his ninth book since 1931), "The Peace of the Catacombs" . . . All the years Herman Rogers ran the French section he kept plugging in vain for a repeat of Vic McCausland's top-flight Good Friday show, which featured the Charles Peguy poem, "The Passion of Our Lady." This year, back home in Cannes, listening casually to the Swiss Radio, he was startled to find his wish belatedly fulfilled. The Swiss were carrying a recording of the NBC special. Herman, delighted, rushed off a cable of thanks to Radio City . . . Vic, incidentally, walked in with two handsome French poodles one day, and left minus both. They now reside with Fred Chambers and Alberto Gandero . . . Welcome to the incoming boss-man of 410's News Room—Joe Durand, recruited from GR to fill the boots of Ed Whitney. Another quick switch finds Art Bruckman out of khaki, to replace Willard Hansen in guarding the main portal and doubling in News.

LEGAL—Thought we had a "who dunnit" on our hands one morning. One of our secretaries walked into her boss's office very early to see a pair of feet protruding from behind his desk. She remained calm in the face of disaster, not knowing whether the boss had slept in the office or if it was just a body. Further investigation showed that the feet belonged to Ernest Watson, doing a good job of repairing the rug. Our Miss Sleuth breathed a sigh of relief, of course. That explained, too, why Hank Ladner had to stay in the corner all day long . . . Virginia Olson wins the prize for the first vacation of 1947—she went to Atlantic City and thence to Nags Head, N. C., for her two weeks of relaxation . . . Two big celebrations in May for us. Ginny O'Connor received "many happy returns" on May 23, and Florence Marger was wished "many more happy years" on May 13, the 18th anniversary of her arrival at NBC.

NATIONAL SPOT SALES—Diminutive Bette Jacobs possesses a refreshing zest and enthusiasm for life in general—and particularly for her work as faithful right arm of Salesman Jack deRussy. This admirable quality usually manifests itself quite unexpectedly and in a most unique manner. For instance, an eye-catching promotion folder reporting "NBC audience areas based on BMB Study No. 1" recently

arrived on Miss Jacob's desk. The folder presented a great deal of statistical information and figures and contained both nighttime and daytime maps enclosed in a pocket. You might say the piece made statistical data as appealing as it can be. Bette's reaction to it was wonderful to view, even if it did make Claude Hopkins turn over in his grave a little, we imagine. "Isn't this the *c-u-test* thing you've ever *seen?*", she squealed with delight. "Aren't those maps just *Darling?* And I *adore* the way they fit into those *Neat* little pockets. *Whoever thinks up such *Clever* things?—But do you suppose that the people who receive this will really understand all those figures? I'm sure I don't!" (*Network Promotion Department please note—and make a *c-u-t-e* little curtsey. But don't get swell-headed because Bette is also in love with *OUR* new rate cards. She thinks they are "EXQUISITE"—So there!)

NETWORK SALES—Walt Myers picked an unusual way to have his birthday announced. It was the afternoon of NBC Career Day in 8H, at which Walt was speaking. He was introduced by Helen Korday of Personnel with a preface that was intended to read, "Walt Myers doesn't know that we know that it's his birthday." Instead, the words came out, "Walt Myers doesn't know it's his birthday." Everyone laughed, and as a result Walt was well-congratulated.

PERSONNEL—Assuming Barbara Vliet's duties as Job Analyst is the tall, confident and cheerful Eleanor Nadeje, formerly of A & P. At press time Eleanor is on a three-week vacation in Mexico, a trip inspired by her Latin American studies at NYU... The new face at the front desk in 505 is that of Mr. C(hocolate), V(anilla), S(trawberry) Knox, who is replacing Jim Myers in Placement. Jim has left to join SESAC... Annette Auld, our delightful Research Assistant, has left to become personnel officer at the Brooklyn Hospital... Like a veteran newspaperman who can never keep a "hot" story secret, Lucille Sharp announced her May 10th engagement to Mr. Fred Kemple on April 22nd. Now everyone is waiting for the "pay-off."

PRESS—On May 22nd Syd Eiges addressed the combined Advertising, Journalism and Communication classes at the University of Pittsburgh, where he is an alumnus. The subject was, "A Televisionary World"... The department welcomes Gladys MacBain as Tom Knobe's new secretary. Gladys, who is recovering from an appendectomy, was recruited from Stenographic... If Bob Smith is interested, Press knows where Sam is—Sam Kaufman, that is.

NEWS & SPECIAL EVENTS—Agnes Sullivan is back from a trip to Havana with her sister. Neither Agnes's travel talk nor cards from friends in Florida and California seem to move Jeanette Kriendler, who insists there's no place like New York City.

PROGRAM—Expert planning by announcers Clyde Kittell and Rad Hall made the annual Feedback Club party a huge success. Representatives of many departments attended, among them WNBC's Jim Gaines, celebrating his birthday the following day. Jim was gifted with a cup cake with one lone candle, and made an honorary Vice President. The Club, formed in 1945, is exclusively for NBC announcers and each member holds the rank of Vice President... Ben Grauer is back from Brazil after broadcasting for NBC the total solar eclipse from Bocayuva... Music was delighted when Bill Young's second tune came off the presses of Campbell-Porgie and onto the music stands of Guy Lombardo this month. It is called "Possum Trot," a folksy kind of hillbilly pop tune named after a town near Bill's old home town in Tennessee... Ralph Herman, who has been arranging for us for over a year, made his debut as a composer on *Serenade to America* this month, when Milton Katims programmed Ralph's "Valse Romantiques"... The geographical changes in the Music Library have been completed. Bill Paisley and his staff are re-sorting and re-organizing like mad, meanwhile tripping over such choice antiquities as, *When Banana Peels Are Falling I'll Come Sliding Back To You*. Simultaneously, Music announces the completion of the revision of the subject heading file. But you can still look up Anatomy: Skeleton, and fine Cole Porter's *I've Got You Under My Skin*... Johnny Powers got the jump on Sound Effects by motoring to Florida for his vacation... Clem Walters has been doing all the family shopping lately. He's breaking in his brand new '47 Chevvie... Al Scott and Sam Monroe are back together again making noises for the Frank Merriwell show... Best of luck to Chet Hill, who has left Sound Effects for Radio Recording... Following the example set by Eileen Healey Titus, three more Program Supervision Gregg-adicts are changing names. Beverly Barsky, of Bill Stern's sports emporium becomes Mrs. Erwin Burger on June 22nd. C. L. Menser's Hazel Manninen turns into Mrs. Dick Mittnacht come June 21st, and Anne Taylor changes to Mrs. James Whitson on July 6... Frank Papp, director of *Eternal Light*, *Your United Nations*, and *All Aboard for Adventure*, is proud as a peacock these days. The Radio Institute of Ohio

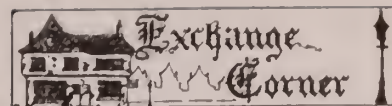
State gave two first awards and an honorable mention to those three programs. Frank and Noel Warwick, recording engineer, left on a tour of Europe on May 24th, where they will record interviews with displaced persons for the World Council of Churches... John Bloch is giving up managing Central Booking for a berth as Associate Producer for NBC. He will be replaced by Walt Ehrgott of Production and Walt will be replaced by Bob Wogan of Announcing... Recent additions to Production are Adelaide Smolen from Script Routing, who is now Script Clerk replacing Gloria Clyne, who has been promoted to Directors' secretary; Joyce Lester of GR, who is receptionist for the Auditions Office replacing Eileen Beebe, who has left for summer stock; and Fred Weihe, who joins NBC as Associate Producer.

PUBLIC SERVICE—From all sides we hear praise of Edith Lisle's appearance in an NBC television fashion show, wearing a gown and chapeau designed by Mrs. Carrie Munn... The department is still reminiscing about Dr. Angell's birthday party. He was presented a cake in the form of an "A", decorated with little angels.

RADIO RECORDING—Spring continues its good works. Jacque Lagarosse has announced her engagement to Victor Heinrich of Astoria. Her future husband plans to teach chemistry when he graduates from NYU. They plan to marry "no later than September"... It was a trying experience for Jeanette Bell when she escorted Peggie Springstead to the Lenox Hill Hospital for an emergency appendectomy. Peggie was calm all the way and came through the operation with flying colors and is now fast on the mend... RRD welcomes Lee Alexander, former guidette, as Thesaurus Clerk.

RESEARCH—The gals in 2M2 gave a farewell cocktail party for Nancy Cahill, who resigned for two good reasons. The first was the expectation of another baby, and the other was the purchase of a house on Long Island... Petite Lucille Juster arrived one morning wearing a huge 2¾ carat diamond ring on the proper finger. As soon as her fiancé, Arthur Blazer, who is in the real estate business, can find a place to live they will set the date... Bill Reynolds made one of those movie entrances recently. He was to be a speaker at the Institute for Education by Radio at Ohio State. The conference was under way and so was Bill—via several planes. Bad weather delayed him all the way. He finally arrived at the conference hall just as he was being introduced by the chairman

(Continued on page 6, col. 3)



FOR SALE—Light gray, natural kidskin fur coat. Full length, slightly flared back, size 12, and in very good condition. Exceptional value for \$75. Margo Schaeffer, Ext. 330.

FOR SALE—Automatic Rolleiflex Camera—Tessar lens, two leather cases, one every-ready. Camera equipped with two backs, one for 35mm film, one for regular roll film. Also steel tripod for camera. Complete \$385. Roselle Swensen, Room 217, Ext. 357.

WANTED—List of licensed radio amateurs connected with broadcasting, for the American Radio Relay League, Inc. Please send name, call, and NBC job title to Ed Stolzenberger, Master Control.

FOR RENT—Summer cottage in Connecticut, 80 miles from New York. Four rooms and porch, \$500 now to October. Two blocks from lake. Dorothy Reusch, Ext. 8043.

CANOE FOR SALE—with seats, two sets of double paddles and three single paddles. \$90. Adam Reisz, Ext. 8222.

FOR RENT—Mountain farmhouse in hidden valley, White Mountains, northern New Hampshire. 3 bedrooms, bath, gas stove, oil lamps, gravity spring water; hay fever free section, mail delivered; completely furnished except for linens; good beds. \$35 weekly; available June and July. Pictures available. Charles Grey, Engineer's Lounge, Ext. 450, Room 558.



To Art Forrest, Coordinator of Promotion for M & O stations, his second child and first son, on April 27. Name: Charles Hastings. Weight: 8 lbs.-4 oz.

To Ed Stolzenberger, Master Control Engineer, his third child and first daughter, on April 28. Name: Nancy. Weight: 7 lbs.

To Howard C. Gronberg, Technical Director in Television Engineering, his second child and first daughter, on May 13. Name: Judith Lynn. Weight: 6 lbs.-14 oz.

To A. L. Hammerschmidt, Development Engineer, his third child, first son, on May 27. Name: James Andrew. Weight: 6 lbs.-11 oz.

To Ross Martindale, Sound Effects Technician, his second son, on May 27. Name: Frederick Beach. Weight: 5 lbs.-13 oz.

To Thomas Tart, Mail Room Manager, his second child, first son, on June 3. Name: Thomas Joseph. Weight: 8 lbs.

Athletic Association

NBC BATSMEN HOLD LEAD OVER NETWORKS



A group of NBC softball players who are putting up a good showing in the Midtown Variety League. Front, left: Bill Kelly (Captain), Joe Iaricci, Fred McKinnon, Cal Wheeler and George Dobbs. Back, left: Bud Soden, Jack Zwillingner, Bob Adams.

The NBC softball team came close to sweeping the ranks of the broadcasters in recent weeks, posting victories over ABC and Mutual, and a hard-fought tie with CBS. ABC fell before the NBC batsmen, 8-3. Mutual was outscored, 20-17, and the CBS game was called because of darkness at the end of 9 innings with the score knotted at 9-all.

In the ABC game, May 26, NBC jumped to an early 2-0 lead on a walk by Ed Steiner of GR, singled by George Dobbs of GR, and Walter Law of International, and an ABC miscue on Hugh Teaney's (GR) grounder. ABC scored all of their runs in the next frame, when pitcher Bob Adams of Production was touched for a walk, two singles, and a double. With one out, Capt. Bill Kelly of Mail decided to play his ace, Hal Bowden of Television. Hal's blazing fast ball sent the next ABC batsman down on three straight strikes, and another out on a ground play.

Bowden proceeded to strike out 13 men in all, giving up only 2 hits in the 9th inning. Although he loaded the bases with a walk, and only one out, the next 2 victims were strike-outs. NBC, in the meantime, had pulled ahead with 2 more runs in the 4th on singles by Dobbs and Law, and singles by Bowden and Teany, walks to Kelly and Law. The final run came on a hit by Joe Alexy of Mail, and tripple down the left field line by Steiner.

Bowden was equally effective in the CBS contest the week before, but almost anyone of 11 errors cost NBC the game. In 5 innings, NBC had

piled up a substantial 8-1 lead, while the Television cameraman held the opposition in 3 hits.

Bad fielding in the 6th and 7th frames, plus a single, two doubles and two walks, enabled CBS to tie the score at 8-all. NBC edged out in front in the 8th on a 2-bagger by Fred McKinnon of Electricians and a single by Alexy. But CBS tied it up again in the 9th on a walk, a double, and two NBC errors. The errors were not all on the part of NBC, however, for in one wild moment, there were suddenly two CBS runners on third. Catcher Tom Flanagan of GR ran one down but the other's desperate attempt for home was successful. Flanagan led both teams at bat with four hits in four trips to the plate, including a 2-bagger.

Bob Smith of Sports provided one more thrill in the home half of the ninth, sending a long fly to left field which Davis of CBS managed to take on the run over his shoulder.

Bob Adams emerged the winner of the Mutual score-fest on May 8. Trailing 13-12 at the end of 6 innings, NBC made it an 8-run seventh on four walks, singles by Joe Iaricci of Mail and Smith, and a home run by Kelly.

TENNIS GROUP SET UP

The AA's tennis players met on the court this Wednesday for the first time, under the captaincy of Elton Dublin of Duplicating. They will play each Wednesday throughout the season at Rip's Tennis Club on 94th Street.

IT HAPPENS AT NBC

(Continued from page 5, col. 3)

... Ed England addressed the class in Marketing Research at City College on the subject, Television Research.

On Being Absent Minded: Deep concentration sometimes produces light episodes. Dwane Moore was caught trying to sharpen his pencil on the water cooler... John Marsich tried to light a black crayon instead of a Chesterfield while he was bowling on the NBC team... And one day Will Zurflied, deep in thought, stepped in the elevator on his way down for cigarettes, looked at the operator and announced, "Philip Morris, please"... And Verne Heuer, who is an authority on the program, *Doctors, Then and Now*, absent-mindedly refers to "Doctors, Now and Then"... When Fred Allen and NBC were locking horns, Charlie Squires was heard to observe, "At last Portland Faces Life."

STATION RELATIONS—Vivian Dennis waltzed down the aisle of the Little Church Around the Corner on May 30th, and is now honeymooning in Florida... After being in a hubbub for months, Daisy Abramson and her husband Johnny have finally gotten settled in their new home (with GE kitchen) in New Jersey... On May 7th Miriam Lacomara completed four years of hard voice study and deserves to be proud of herself... Just to prove he could really do it, Stan Kunkle and his roommate cooked dinner for their girl friends. The feast included hors d'oeuvres, ham steak, sweet potatoes, tossed salad (with a superb dressing), pastry and coffee. The boys cooked everything but the napoleons. "I would have baked a cake," declares Stan, "but there wasn't enough time."... No sooner had Mary Collins Van Houten and Marie Byrne Seidensticker of Traffic returned from honeymoons, when Elaine Blau Scherl started off on her wedding trip through the New England states and Canada... Alice Weyrauther Jacobs and her husband are now the proud owners of an "estate." They hope to make their 100 x 40 lot on Long Island the site of a home some day.

TELEVISION—Bells rang for the marriage of Margaret Richards and Max Jacobson of Engineering on May 16th. Margaret said farewell to Television on the 15th of May to take over housewifely chores... With the baseball season in full swing, Jack Reber (non-baseball fan) and Television's operations man, is sure they've got two major leagues playing just to confuse him. Jack, honestly, there aren't any Philadelphia Dodgers... Mary Alcombrack went to a bazaar, was

chosen to enter a fashion show, and walked off with first prize—a custom-made \$50 hat by G. Howard Hodge... *Reflected Glory:* Ren Kraft's son, Ren Jr., won a marine engineering scholarship to MIT... Jack Greene is puzzled about the dogs on the *Juvenile Jury* commercial. Should they have union cards in ARF?

TREASURERS—Congratulations to Ham Robinson, who was officially installed at the Coronation Dance, and has taken charge of all matters financial for the AA... Everyone in Cashiers is thinking of figures—those looking good in bathing suits, that is. Diets are in full swing. The new motto on our wall is, "Please do not feed the cashiers!"... Betty Michaelis of Purchasing is all enthused about vacations in April. "Being a beachcomber and doing nothing suits me fine," she reports with authority, after two glorious weeks in Florida... Bill Bloxham stood Betty's postcards as long as he could and then headed for the southland himself.

WNBC—Mary Burns, Kay Clarke and Bob Davis had some difficulty answering phones with lollipop sticks protruding from between their teeth. Murry Harris brought Peggy Breese a whole box as a gag, but Burns, Clarke and Davis had the last laugh and the last lick... *Note to RCAC:* So you think you know communications! Well, you should see our communicating system with Continuity Acceptance next door. No phone, no wires, no hands. Necessary ingredients: 1 desk, 1 7/8 partition, 1 Harvey Gannon. Directions for use: Put Harvey Gannon on top of desk, cock head sideways and wedge between partition and beam in ceiling. Begin communication... The spirit of the old south, suh, still lives in Lee Jones after years of Yankee country. Of course, it may come out of his harmonica a little warped, but Marge Hutchison and Fran Carlson appreciated the feeling that went into "Happy Birthday" just the same. Hutch and Fran celebrate the same day (same year, too)... *Ole departure:* Or, oh, that wonderful tequilla! Tex, Jinx and Paddy McCrary stuffed WNBC's willing staff with sangrias (?), tacos (?) and tequilla (!) on April 22 to celebrate their first anniversary at 660. Jinx wore an off-the-shoulder authentic Mexican costume given to her by the President of Mexico, but Paddy (nine months) in yellow knit, stole the show from his cover girl mother... Flo Lurie announces her engagement and approaching marriage to John Knox of San Diego on July 23rd. She leaves WNBC June 30th. Her family flies out with her for the wedding in California.



Chimes

NEWS AND VIEWS
OF NBC PERSONNEL
IN NEW YORK

JULY • 1947

VOL. 5 NUMBER 5

DATE SET FOR A. A. OUTING

The AA's eagerly anticipated Outing is all set. Al Walker, this year's Outing Chairman, announces that the arrangements are nearly complete and that the all-day fun-fest will take place on Tuesday, September 9th at the Crescent Club in Huntington, L. I.

Those who attended the Outing two years ago will remember the Crescent Club's ideal facilities—its open-air diningroom, oval-shaped swimming pool and rolling golf links. And of course, everyone looks forward to that one day of the year

when NBC-ites can lock their work in their desks, pile in busses and cars, and play the whole day long.

Naturally, in addition to golf and swimming, there'll be softball and horseshoes and riding, and dancing in the evening. Nick Kersta, AA prexy, and his fellow officers (Tom Knode, Adelaide Orr, Aneita Cleary and Ham Robinson) assure us that this will be the best Outing yet. So . . . mark the date on your calendar now—and watch for further details on the Bulletin Boards and in Chimes.

TELEVISION SETS NOW AVAILABLE

During the month of July we expect to be able to fill employee orders for RCA Television Receiver 321TS, a table model.

The viewing surface of this set is 23 square inches. The cabinet measures 15¼ x 19 x 16¼ and will be available in a walnut finish. The employee price on this model, including installation under the Television Owner Policy which guarantees performance for a full year, is \$260.84. Further information on this television set will be circulated by memo throughout the Company.

Larger model television sets will not be available until a later date.

Sales of RCA radios have flourished since the special 25% discount took effect. It is hoped that during the month of July the Company will be able to establish the payroll deduction plan to make the purchase of sets over \$50 more convenient for employees.

FUND ACKNOWLEDGMENT

A note of thanks has been received from Mr. Henry C. Brunie, President of the Greater New York Fund, acknowledging the \$957.53 contributed by NBC employees:

"Let me express the hope that everyone who participated will find satisfaction throughout the year in the fact that they are thus aiding 423 local hospitals, health and welfare agencies."

WNBC CELEBRATES FIRST ANNIVERSARY

Last month, NBC's key station celebrated its first year of operation on an autonomous basis. Proof of its success was WNBC's citation from *Variety* for "How To Run A Radio Station." Said the award: ". . . the NBC flagship station in New York has achieved a broadcasting pattern that's been remarkably geared to community needs."

WNBC's manager, Jim Gaines, issued some interesting figures as further proof of the station's progress during the past year. (1) Our audience before 10:00 A.M. has doubled, (2) Between 12:00 and 2:00 P.M. it has increased 40%, (3) Daytime network programs show increased ratings in 15 out of 24 quarter hours, (4) Nighttime network programs show increases in 8 out of 12 quarter hours, (5) The new Saturday morning programs (both local and network) show a 54% audience increase—the largest increase of any New York station.

A sales increase of 10% for April, May and June over the second quarter of 1946 was also accomplished, with program sales pacing the increase.

"We believe," says Jim Gaines, "that an outstanding network station can also be an outstanding community station—can also provide the people of its area with program services geared especially to local needs—can become an important part of community life."

TWELVE GRADUATE WITH HONORS AS TRAINING SQUAD ENDS



An attentive audience listens as John H. MacDonald, Vice President in charge of Finance, delivered the closing address to the Training Squad.

A visit from a vice president and a final exam brought the Training Squad to a close, after nine months. During this period the class had heard lectures from the Company's chief executives and the heads of nearly every department.

The Training Squad, which met for the first time last October, was designed as a means of training promising young employees in junior positions in the Company for taking over greater responsibilities. John H. MacDonald, in his baccalaureate address to the Squad, described the group as "a nucleus from which executives can be drawn." He went on to say that the hardest thing to find in any business is managerial ability.

The group of thirty young men and women have had a rare opportunity not only to learn the operations of the Company from men who are experts in the field, but have had a chance to enter into lively discussions following each lecture. Since the classes started, nearly half the members have received promotions to better jobs. John F. Royal, Vice President in charge of Television, advised, "Don't let anyone deter you from doing the best you can. It will pay off in the end."

The Training Squad is the first such group to be organized, and is

part of NBC's over-all Training Program, which includes Orientation Classes for new employees, the Radio Drama Group, and lectures for supervisory personnel. It is planned to hold another series of classes again in the fall.

Five members of the class completed the course with a mark of over 90. Neil Knox of Personnel received the highest mark on the final examination, and John Tiedeman of Budget and Don Foley of Advertising and Promotion had the highest average for the year. The graduate members of the Squad are: Paul Alexander, John Bloch, Helen Clarkson, Cecelia Diaz, Frank Donnelly, Walt Ehrgott, Don Foley, Henry Gillespie, Margaret Greene, Ruth Johnson, Sylvia Hutchinson, Ray Johnson, Neil Knox, Stan Kunkle, Ruth Lytle, Vince Mitchell, Steve Riddleberger, Carol Rohde, Bud Soden, Dick Stahlberger, Al Stetson, George Sweeney, John Tiedeman, Joan Tito, Frank Weber, Cal Wheeler, Ed Whitney, Bob Wogan and Gil Wohl.

IT'S A FACT that one third of all the people hired in May were referred to NBC by friends in the Company. The Personnel Department will gladly interview friends of NBC employees.



CORINNE PEARSON, *Editor*
LUCILLE SHARP, *Managing Editor*

A MESSAGE FROM THE PRESIDENT



Niles Trammell

What makes the difference between a truly great musician and hundreds of others who are highly skilled? How much greater ability have the top-notch, big-money golfers than their strong competition? In *every* line of endeavor, how much better is the superlative performer than those whom he or she surpasses?

The answer is: Just a little tiny bit better. It may be a question of a shade finer coordination between brain and muscle. Oftener, it will be an ounce more of initiative, or determination, or fighting spirit. Whatever it is, the margin between best and second-best is usually a narrow one.

This margin exists all the way down the line. The difference between a piece of work that is outstanding and one that is merely competent is often hard to measure. Yet sometimes the job that is only five per cent better done is ten times as valuable as the job which lacks that extra thought or punch or thoroughness. Sometimes the five per cent margin spells the difference between success and failure.

Many men and women possess extra capabilities that they haven't learned to make full use of. The things they accomplish fall just short of being the very best they could do. They make the long hard climb up the mountain and are content to stop short of the peak of their possible achievement. Yet if they could go that short remaining distance they would see the world unrolled at their feet.

ADVICE FOR VETERANS

Lt. Comdr. Ty Krum, NBC Veterans' Advisor (1:30 P.M., Saturdays) has offered his services to all NBC veterans of both World Wars who are having difficulty solving their post-war problems, "such as insurance, job-training, buying or building a home, or possibly establishing a pension or obtaining proper medical, dental or surgical attention."

In a letter to Tom McFadden, Assistant Manager of WNBC, Comdr. Krum wrote, "If there is any way in which I can advise, help, or smooth the road for any veteran around your shop in obtaining what is due him in connection with his veterans' rights, I trust he won't hesitate to get in touch with me . . . This applies to veterans of both World Wars."

Those NBC veterans who wish to take advantage of this generous offer can contact Lt. Comdr. Tyrrell Krum, at NBC's Washington office, Station WRC, Trans-lux Building, Washington 5, D. C.

SOMETHING FOR NOTHING

"What have you got today for free?" an NBC-ite asked in a cheerful good-morning voice, as she passed the Employee Servicer in the hall.

"Why lots of things," replied ES, leading the astounded young lady to the water fountain. "And I'm really not joking. Have you ever heard of Employee Services' 'Take One Rack'? Why, every shelf is loaded with a multitude of free information. There are booklets on television, facsimile, radio; brochures about social security, retirement, hospitalization and insurance—not to mention handsome NBC promotion pieces and other miscellaneous items."

Our young lady began to show definite signs of interest. "I knew Employee Services was always doing things for people, but I've never really had a chance to come in and see for myself."

"Well, why don't you come in sometime when you have a spare moment? You're always welcome."

PROMOTIONS

Thomas Adams has been upped from Junior to Senior Play Reader in Program.

Lenore Alexander is now a Clerk-Typist in Radio Recording, a promotion from Guide in Guest Relations.

Jeanne Bishop won a promotion from secretary in Radio Recording to Executive Secretary in Program.

John Bloch was promoted from Supervisor of the Booking Office to Associate Director in Program.

John Casey goes from Guide to Cashier in Guest Relations.

Gloria Clyne has been promoted from Script Clerk to Secretary in Program.

George Coughlin moves from Page to Main Hall Receptionist in Guest Relations.

Walter Ehr Gott, now Supervisor of the Booking Office, was formerly Production Operations Assistant in Program.

Robert Galvin goes from Television Assistant to Television Field Engineer in Engineering.

Marjorie Geddes has been promoted from Statistical Clerk to Survey Assistant in Research.

Carolyn Holl goes from Continuity Typist in Stenographic to Typist in Controllers.

Robert Holt has been promoted from Receptionist in Guest Relations to Correspondent in Information.

Wayne Howell has been promoted from Associate Staff Director to Senior Announcer in Program.

Raymond Johnson was upped from Assistant Supervisor of Page Operations in Guest Relations to Night Announcing Secretary in Program. Lester S. MacGregory goes from Set-up Man to Sound Effects Apprentice in Program.

Frank McBrien goes from Maintenance Man in General Service to Set-up Man in Program.

Lorraine McCue has left Traffic where she was a Clerk-Typist, to be Secretarial Assistant in Personnel. Helen Miller goes from Executive Secretary to Policy Reader in Program.

Doris Paterson goes from Secretary in Station Relations to Executive Secretary in WNBC.

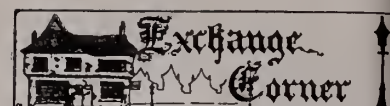
Winifred Schaefer has been promoted from Secretary to Executive Secretary in WNBC.

Adelaide Smolen goes from Clerk to Script Clerk in Program.

Richard Stahlberger goes from Mail Analyst to Correspondent in Information.

Robert Tiedje is promoted from Guide in G.R. to Mail Analyst in Information.

Barbara Tillson is upped from Recorded Program Builder to Jr. Program Assistant in Television.



NOW, SERIOUSLY—Doesn't anyone know of an apartment, 2 rooms or larger, available in August or September, and \$100 or under? If so, please call Betty Foulk, Ext. 616.

A FEW MONTHS AGO Irene Thorne advertised that she had a pair of ice skates for sale, but no one took her up on her offer. Now she wants it to be known that she thinks we will have an early winter, a long winter and a very cold one. She bases her opinion on the very hot weather we are now "enjoying". Her skates are still for sale. Her extension is 330.

Bob McFadyen wants to know if anyone has a television set for sale. Ext. 530.

WANTED—Electric Singer Sewing Machine—table or portable model. Call Pat Sullivan, Ext. 8065.

FOR SALE—ATR converter from DC to AC current. Good buy. Ira Stewart, Guest Relations, Room 253.

FOR SALE—Evinrude 3.3 h.p. 1946 model outboard motor. Used only 2 months. Excellent condition. \$100 to NBC-ite. Dr. Handler, Room 790.

TO SWAP—a 4-room apartment in Kew Gardens for a 1-3 room apartment in east mid-Manhattan. Martha Carlson, 282.

WANTED TO BUY: Handweaving floor looms—36" or larger. C. Pearson, Ext. 461.

WHERE IS CHARLIE?—The reason for our search involves the sum of \$2, which was apparently the repayment of a loan and which was sent to Henry Lewis, ABC Publicity. The \$2 doesn't belong to Mr. Lewis and he doesn't know who Charlie is. The note was written on NBC Interdepartmental stationery in red crayon. Would Charlie please phone C. Pearson, Ext. 461, so that this friendly deal may be closed?



To Paul Lynch of Legal, his first child and son, on May 20. Name: Paul Barrows, Jr. Weight: 7 lbs-6 oz.

To Willard Zurflieh, Research Assistant in Research, his first child and daughter, on June 6. Name: Linda Gail. Weight: 6 lbs-8 oz.

James Van Gaasbeck has been promoted from Page to Clerk in Guest Relations.

Michael Yahia won a promotion from Page in G.R. to News Desk Clerk in International.

BLUE CROSS PLAN OPEN FOR NEW AND CHANGED ENROLLMENTS

The Associated Hospital Service of New York, our "Blue Cross" Hospitalization Plan, has advised us that we may re-open our NBC group for new and changed enrollments for hospital care and surgical indemnity to be effective on August 1.

Enrollment cards and information about the hospitalization plan benefits will be distributed during the month of July to employees who are not currently enrolled in the plan.

It will also be possible at this time for those who are enrolled at present to make changes for other types of coverage—that is, persons with an Individual plan may change to the Husband and Wife or the Family coverage, or, persons with Husband and Wife coverage may change to the Family plan, etc. However, it is important to note that the "waiver of waiting periods" does not apply to a spouse or other person who becomes a new subscriber at this time.

Also, the waiver of the waiting period for Maternity benefits does not apply in instances where Individual plan subscribers or Husband

and Wife plan subscribers change to the Family plan.

Single employees who are Individual plan subscribers are allowed 30 days following their marriage to change their status in the hospitalization plan.

Your questions on enrollment or on hospital and surgical benefits will be answered by the Employee Services Division of the Personnel Department. Claim forms for surgical benefits and change of address forms may be obtained in Employee Services.

Every subscriber in our NBC "Blue Cross" plan should be familiar with the benefits provided by the plan and if you would like to refresh your memory concerning the benefits please phone extension 461 and ask to have the hospitalization plan booklet sent to you.

VIDEO SCOOP—NBC Television scored a scoop when it was first to reveal to the public the 4-day old daughter of Mr. and Mrs. B. O. Plenty. Mrs. Plenty, the former Gravel Gertie, and her husband are intimate friends of Dick Tracy.

SECRETARIES SEE FILM

About 170 of NBC's young women crowded the Johnny Victor Theater at the RCA Exhibition Hall during two different showings, to see a film entitled *The Duties of a Secretary* last month.

Made available to NBC by the Underwood Corporation, the movie opens as Barbara Hayes, just hired as a new secretary by a real estate broker, is receiving details of the office routine from the departing secretary. She is to start work the next day, so that evening she reviews the notes of her secretarial course and the notes she made concerning her job. Then, as she falls asleep, Barbara Hayes dreams of her first day at the office. In her dream she makes all of the mistakes that might ever be expected of a girl in her first job. Then, when she awakes from her dream and goes to the office, she does things competently and properly demonstrates the duties of a secretary.

Members of the Company in junior secretarial jobs found the film particularly instructive.

The film was handled through the Employee Services Division of the Personnel Department, as part of the Company's Training Program.

PBX HEROINES

Two of our PBX girls, Charlotte Fenn and Pauline Kohler, have earned the right to be called heroines.

On the morning of June 11, Mrs. William Burke Miller was assaulted and severely wounded at her home. Charlotte Fenn plugged in the call to NBC which Mrs. Miller, almost unconscious, made in an effort to locate her husband. "Skeets" Miller was not in his Television office and Charlotte Fenn, hearing Mrs. Miller's plea, "I'm dying . . ." quickly tracked down Skeets in time for him to assure Mrs. Miller he was on his way before she lost consciousness.

Skeets phoned NBC from home and asked for the First Aid Room. Pauline Kohler recognized his voice and by the time Anne Middendorf had suggested an ambulance, Pauline had called the police department and ordered the ambulance. Dr. Handler was next on the search list and arrived at the hospital just after Mrs. Miller was admitted.

Quick action saved Mrs. Miller's life and everyone is grateful to Charlotte and Pauline for their help.

The incident is typical of the everyday services at the NBC switchboard.

NEW 10 AND 20 CLUB MEMBERS AFTER THEIR INDUCTION AT THE WALDORF LAST MONTH



The new members of the Ten and Twenty Year Clubs after their induction last month. Those with 20 years of service are seated, starting with second from left: A. Waddell, W. Clarke, W. B. Miller, F. M. Greene, P. Dumont, W. Damrosch, Marion Murray, Helen Walker, R. Witmer, A. Christopher, N. Trammell (who initiated the new 20 year members), A. Goldsmith, A. Wies, S. Mathew, Alice Brazee, Ella Sheil, W. Bloxham, J. Kent, G. Bosler, H. McGeachie, J. G. Strang. Ten year members: Seated far left, W. Irvin; standing 2nd row; F. Mullen (who inducted new 10 year members), E. McGrady, Mildred Joy, Ruth Preston, W. Mullaney, Margaret Brodie, R. Fraser, M. Lewis, F. Pedersen, Caroline Herbert, Helen Korday, M. Harris, H. Brockman, T. P. Gannon, P. Ratyca, C. Alexander, A. Saunders, T. Danielson, A. Ewert, J. Treacy, L. Newman, H. Grelek, Martha Carlson, R. Kraft. 3rd row: F. McCall, B. Adams, G. Peers, J. Daly, K. Dyke, A. Dunn, Anne Witmer, J. R. Angell, R. Friedheim, H. Hayes, F. Everett, F. Montilla, R. McDonagh, H. Hartwell, N. Cloutier, S. Kanych, A. Oppenheimer, J. Miller, R. Hall.

It happens at NBC

ADVERTISING & PROMOTION—

The fabulous Joneses are still at it. **Enid** (nee Jones) **Beaupre**, A & P librarian, in a fortnight came up with (1) a commendation from W. Cowdry of Pontypridd, Wales upon her published book of original Welch plays, *The People of St. David*, (2) a stack of favorable reviews from the nation's literary critics of author-brother **Idwal Jones'** new novel, *Vermillion*, (3) a story from Editor and Publisher giving an account of niece **San Francisco Examiner** reporter **Dilys Jones'** unravelling of a 6-weeks-old gangland slaying in Lodi, Calif. tied in with the infamous **Luciano** group, (4) a Syracuse Post-Examiner roto-gravure reproduction of artist-brother **W. O. Jones'** latest painting, "G.I. Trailer Camp" . . . **Mary Mealia's** long-awaited week-end outing in the country turned into bedlam. Journeying to Connecticut for a quiet, restful hiatus from Manhattan, she encountered a farm with 6 children, 6,000 chickens, more noise than a subway construction gang. After two days of all this and rainfall, too, **Mary** hastened back to quiet, restful Manhattan . . . The red carpet was out to receive newcomer **Don Foley** who joined **George Wallace's** Network Sales Promotion group in late June. **Don** transferred from Script where he was a play-reader. He has been an NBC-ite since 1941.

—*Jake Evans*

ENGINEERING—At the Empire State transmitter there has been some excitement. NBC is now operating TWO television stations. Service to the television audiences of Washington (WNBW) was started on regular schedules early in June and although Empire lost some of its most valuable men, we are all happy that we have a little brother in the family. **John Knight** was transferred to WNBW as station engineer, and with him went **Bob Barnes** and **Paul Anderson**. **Tex Sweeny** has been promoted as assistant to station engineer **Buz Buzalski**, while **Ed Morrell** was transferred from the Bound Brook stations to WNBW/WNBC-FM along with **Ed Watkins** from the studios in Radio City to replace those who left. Also, **Don Stix** came over from WNBC's transmitter in Port Washington to replace **Einar Johnson**, now in Maintenance in Radio City . . . The flowering gardens out at Port Washington are rounding out in fine shape under the capable hands of gardener **Bill Borer** . . . **Vince Barker** took a rush trip to Freeport, Ill. to see to the erection of the radiator tower for

his new station (WFRL) . . . After putting the WNBC transmitter on the air for morning opening, **Matt Bracie** now mounts his trusty flivver and chugs over to Manhasset, rings the bell and wakens **Jinx** and **Tex**, then proceeds to crank gain on the *Hi! Jinx* show, now being nemoed directly from the McCrary residence.

—*Ed Watkins/Bill Haerer*

GENERAL SERVICE—The Mail Room celebrated two notable events in June—the birth of a son to **Tom Tart**, and the return of **Bill Callahan** . . . They also bid goodbye to **Gene Alexy**, who joins **Treasurers**, **Bill Forrester**, who goes to **Traffic**, and **John Byrne**, who is taking up his studies at Oswego College. Mail also welcomes newcomer **Ken Martoccio** and **Norman Garret** . . . Amid the throngs decorating the beaches and resorts can be found three members of **Stenographic**—**Kathleen Hughes**, **Joy Wottke** and **Jay Conover** . . . The **Stenophiles** had a fine time on their boat ride to Bear Mountain via the Hudson River on June 28 . . . Recent newcomers to Steno are **Grace Lynch** and **Grace Johnson**. And gone from Steno to **Controllers** is **Carolyn Holl** . . . **Inge Witschas** is the proud possessor of **Gregory Peck's** autograph!

—*Cal Wheeler/*

Harriet Herschkorn

GUEST RELATIONS—We have lost two of our oldest members—**Bobs Holt** and **Tiedje**. They both are in **Information** . . . No loss without a gain, however, for the guide staff has been reinforced with seven new members—**Cris Hoppe** of Jackson Heights, **Mary Propper** of Forest Hills, **Dotty Gratton** of Trenton, **N. J.**, **Claire Trainor** of Flushing, **Den King** of Port Washington, **Jim Brown** of New York, and **Art Graham** of Brooklyn . . . While talking to **John** (control desk) **Curran**, we found that close to 3,000 questions were answered by the Mezz staff on Memorial Day week-end. We also learned that **John** has taken up sculpture as a hobby. Material: A large coconut. Instrument: A sharp pen knife. Subject: We're not sure, but we have noticed him looking rather seriously at the profile of **Tom Reed**.

—*John Casey*

INFORMATION—One Monday morning there seemed something strange about the **Information** office. It took a while before the truth dawned—the stillness denoted the absence of **Roy Sharp**. He had retreated to the comparative sanctuary of **Traffic** . . . Hardly recovered from this blow, **Info** discovered that **Gil Maxwell** hadn't opened his desk in several days. This

served to precipitate an investigation which revealed that **Gil** had deserted us for his true love, **The Theater**. He is currently publicity director for the Chapel Theater in Great Neck . . . "Bobbing" around in the sea of confusion which engulfs the neophyte **Info-ite** are the two additions to our department: **Bob Holt** and **Bob Tiedje**. We must admit that they are taking "holt" rapidly and they report that the work is not "tiedjous". —*Don Frost*

INTERNATIONAL—*Lot of Guest Star*: **International**, en bloc, was a guest star—figuratively, at least. Actually, it was **Schuyler Chapin**, flanked by a mess of acetates, who spoke for 410 during a recent Sunday call on the *Hi! Jinx* show. **Schuy** spent the full half-hour telling the story of NBC's shortwave operations, pausing at strategic moments to introduce brief recorded excerpts from **International** shows . . . *Truth and International Consequences*: **Peter Stadelman** ran across a happy switch on radio's ubiquitous give-away. Broadcasting from the Stamp Exposition at Grand Central Palace, he interviewed a Swiss official, who promptly turned around and presented him with a handsome set of Swiss air-mail stamps. "Usually", said the donor, "broadcasters are giving away things. Seems to me this is the first time the tables are reversed" . . . *Man of Two Cities*: If shortwave heard the voice of **Frank Nesbitt** coming from Ft. Worth, Texas and Radio City, simultaneously, chalk it up to the wonders of aviation. A set of recordings he made in Texas during the aviation writers' junket, was so tardy in arriving (by air express) that he beat the discs back to town. And so, for three days running, around high noon, "Tex" **Nesbitt** was talking aviation from 3E, while the real, in-the-flesh **Nesbitt** was proclaiming the world news from 2C. To different audiences, let's add . . . *Coming and Going*: Leaving to join the Baby Network—**Grace Schwinn** and **Ann Wilhelmy**. Homeward bound

to Germany to rejoin her family—**Magdalene Boegler**. Switch in Music—**Nelle Rahm** departing, **Bette Stein** (the academic life behind her) returning. Joining NBC's French voice—**Vsevelod Kondratiev**. And up the familiar GR trail to the News Room—**Michael Yahia**, replacing **Alan Luks**. Ambitious lads in that cubby hole. **Martin Krever** recently sang as a soloist at a recital in Carnegie Chamber Music Hall. And **Adam Reisz**, in search of a little extra long green, joined a crew of college boys replacing the regular staff in sweeping the vast expanse of Yankee Stadium, following a night game. Awful lot of floor space, he says, but he gave special care to the NBC box. With the job went the privilege of heckling **Joe DiMaggio** in practice.

—*Leonard Allen*

LEGAL—**Mr. and Mrs. Paul B. Lynch** are the delighted, amazed and proud parents of **Paul Barrows Lynch Jr.**, born on May 20th . . . **Dorrie Crooker's** son **Billy** has done it again—he was one of 12 boys out of about 60 to be elected a member of **Phi Kappa Beta**, Junior Honorary Society of the University of Pennsylvania . . . **Judge Ashby** has been kept pretty much on the go, being the grand host that he is to his Uncle **Frank Ashby** of Birmingham, England. We were all happy to meet him when he dropped in to the office last month . . . The welcome mat was rolled out when **Virginia McMahon** joined the department as typist-clerk. She's now "Mac" to everyone . . . **Mac**, **Grace Schneider** and **Dorrie Crooker** were our only birthday chillun in June. **Mac** arrived on the 5th, **Gracie** on the 23rd and **Dorrie** on the 30th.

—*Alice Wilson*

NETWORK SALES—**Kay Moroney**, eight years with NBC as our Sales Ticket Contact, was feted last month and presented with a handsome silver tray with sugar and creamer. **Kay** has resigned to devote her time to her family. In **Kay's** place sits **Barbara Moreno**, formerly a guidette in GR . . . **Gerry Martin**



Wall of Fame: Since **Bob Davis**, publicity head for WNBC, has the only press department without pictures, **Wini Schaefer** (right) suggested this novel idea. The wall bears signatures and cartoons by many a radio notable.

left last month to join the Wm. Esty Agency after many years with NBC, while Mildred Dugan, his former secretary, is taking over Sue Perrin's (also departed) chores as secretary to Bob White and Bill Kost. And, this is the finale, Florence Zoettlein has replaced Margo Richards as our brand new mail girl... Our one and only celeb, Fran Barbour, planned her vacation in Florida for early June, but had to postpone it in order to make recordings for RCA Victor with the Collegiate Chorale. "The show must go on," says Fran, so she put her on off till the end of June.

—Janet Keller

NEWS & SPECIAL EVENTS—

Sullivan: Ad, today is the deadline for Chimes. Can you think of anything interesting that's happened lately?

Schneider: Let's see now... well... I've had a haircut, and... um... nope, can't think of a thing.

Sullivan: That's a great help. Thanks. Burt, you're on the night-side. Tell me, anything interesting been going on?

Leiper: Gosh, no. Things have been pretty dead around here.

Sullivan: Thanks anyway. Say, Bill, anything new in commentator row?

Chaplin: Since you girls stopped wearing stockings we haven't been able to notice anything but. Oh, yes! Summer must really be here. I haven't seen any coffee under your desk recently.

Sullivan: Anything to bolster your aesthetic side, Mr. Chaplin!

Bier: What's your trouble?

Sullivan: The usual ones, Zena. Lucille has called me twice today and nobody will admit a thing. I guess I'll have to tell her nothing doing this time.

(NEXT MORNING)

Bier: Good morning! What happened to you? You're a minute early!

Sullivan: Couldn't sleep last night. My conscience was bothering me. What's new?

Bier: Did Ad tell you that wonderful story about Buck Prince?

Sullivan: No, what is it?

Bier: Well, the other day a friend of Buck's introduced him to Jane Russell. Apparently he made quite a hit with her because she asked him to take her to lunch, but he just brushed her off like so much lint. Said he had ordered from Jack May's and couldn't bear the thought of letting a good ham on rye go to waste.

Sullivan: Whatta a man! Hi, Jeanette...

Kriendler: Ooh—am I tired—whew! I went out to Ebbets Field last night—and what a game! The Giants had the poor Dodgers beat down to the dust—13-1. Then in the 8th inning Branca got beamed with a pop bottle. I yelled and screamed

myself hoarse until finally Shotton said, "Okay lady, if you think you can do better go ahead." So in I went as pitcher. Up came the Giants again, wham... wham... wham... the game was over—23-1. Am I exhausted! (PHONE RINGS) Julie, is that for me? It must be Joe Fuller. See you later.

Bier: Poor Jeanette... Well, will you look at Bob Reuben! Say, for someone who spent two months in the Antarctic you're certainly running a temperature. I haven't seen you look like that since the time you made three dinner dates for the same night.

Reuben: What a nightmare... when I came in this morning there was a note for me to "Call Ann." So I did... and told her I had received her message. Very coldly, she asked, "What message." It was the wrong Ann!

Chaplin: Good morning, ladies. Have you heard the good news about Burt Leiper? He's going to marry Ina Shippey.

Sullivan: Oh, she's the girl who was voted Miss Newsroom of 1946, isn't she?

Chaplin: Yep, sure is a lucky guy. Incidentally, Agnes, I wonder if you would do me a favor and write a letter for me.

Sullivan: Sure, go ahead.

Chaplin: It's to Local .01 of the Diamond Miners Union, Johannesburg, South Africa... I had a spot about working conditions down there... Gentlemen—Thank you very much for the 350 carat diamond you sent me following my broadcast. It makes a lovely paper weight. Sincerely yours, etc.

Sullivan: Wow! All in a day's work.

Bier: Before you start to type that... Did I ever tell you about the trip I took from New York to Oklahoma when I was in the WAVES?

Sullivan: Yes, you did.

Bier: Well, I don't think I mentioned before that the train took a round-about route and went up through Canada for about six hours. Just as a gag five of us applied for overseas pay, and the other day two of the girls received checks for \$100!

Sullivan: And you said nothing ever happens. (PHONE RINGS) News—Miss Sullivan...

Dolan: This is Marie Dolan... about Mr. Brooks' tickets.

Sullivan: Tickets? I didn't even know he was going anywhere. Where to this time?

Dolan: He's going to that interplanetary conference on Jupiter, by way of Mars. Now, I have reserved a drawing room for him on Rocket No. 4A leaving Hayden Planetarium at 0400 universal time on Tuesday. It will arrive at 0300. He doesn't have to worry about a hotel reservation when he gets to Jupiter, the committee is arranging all that.

But he wants to stay over in Mars for a couple of eons. I couldn't get a suite for him but I do have a nice single room with hot and cold running radioactivity. It's the best I can do all around.

Sullivan: All right, I'll tell him. (HANGS UP) Ah, me, this place is so dull. Ho hum! —Agnes Sullivan

PERSONNEL — Welcomed last month in Personnel were newcomers Betty Smith and Lorraine McCue, the latter promoted from Traffic through the NBC Tuition Plan... Some people relax on vacation like Catherine Becker at Seagirt, others follow a hobby like Anita Hoffman, who took color movies at Williamsburg; but Fran DeLuca spurned those pleasures and had her fun painting her three-story house!... Back from a sun-tanned two weeks in Old Mexico, Eleanor Nadeje speaks English with a Spanish accent. She found Mexico's Radio City miniature but modern and tried surf-boarding at Acapulco—"a touch of Polynesian paradise."

—Neil Knox

PRESS—Father's Day had special meaning this year for Jim Miller, Allan Kalmus and Jack Zwilling—**all brand new dads**... George Bradley has added several gold fish to his turtles, dog, canary and other pets. Of them all, George admits preference for Lucky, his year-old Maltese terrier... The "Y" is helping several Press members to keep trim. Maurice Friedlander, Lennie Meyers and Betty Foulk are busy with exercise courses while Violet Young and Roselle Hubel are keeping cool with swimming lessons... Of the seven people who turned out for the first AA tennis session, four—Joe Dine, Arthur Oppenheim, Mary Ruiz and Art Selby—were from Press. No one was more surprised than Mary when she, with only two years of tennis, beat Joe, who has been playing for 25... Joe Dine recently became publicity chairman of the newly formed New York Chapter of the 36th Infantry Division Association.

—Roselle Hubel

PROGRAM—That bronzed giant that stalks the Night Announcing office is Ray Johnson. Ray was with GR before taking over in Announcing as Night Secretary... If you see two announcers with their heads down and swinging their arms, it most likely will be Bob Sherry and Roger Tuttle, both golf enthusiasts... The latest from Tom O'Brien and Bill Malcolm is that they have been going in for swimming and handball... Brown Furlow, Music's own private Cole Porter, has deserted the Record Library to study with greater concentration in his chosen field, under the Wing of the American Theater. We are comforted, though, by the return of



Anything for a good shot! Art Selby of Press balances atop the RCA Bldg. for an exciting view of Manhattan on the day of the mock B-29 raid. Picture was taken by fellow-photographer Maurice Friedlander.

Joanne Willis in his place... Walter Stamm went to Virginia one week-end to visit our former colleague, Jay Seibel. Now the "Baron" is Musical Director for the new radio station that Jay manages down in Lynchburg... The composing virus is thriving down in Music, and Bill Paisley has come out with another tune called "When You Seemed to Care"... Songs—homegrown and imported—resounded through our merriment last month at an office Pre-Vacation Party. The party was cooperative, as regards both cash, expenditure and entertainment, with music by everybody in general and dancing by Jane Roane and Ernest LaPrade in particular. Honorable mention to Phebe Crosby for the four walls, Bill Young for his wife's beautiful baked ham, and Jane Roane for her mother's magnificent coffee cake... Production greets Paul Roberts and Dan Sutter as Associate Directors. Dan, formerly with NBC, left us early in 1943 to enlist in the Army. While in service he was one of the men who produced and announced segments of *The Army Hour*, which was heard regularly over NBC and won numerous awards... Each morning (well almost) finds Allin Robinson and Vince Mitchell in court—playing tennis, that is... We met George Leffertz in Script's narrow hall the other day and he side-stepped more than necessary to bypass our 130 lb. hulk. Turned out he is convinced he's growing the nub of a second head. "And another thing," he said, "you may not know that George Washington had thirteen toes!" "On which foot?" we asked, smarting somewhat because our pedestrian friends have no more than the requisite number. George ignored us and wandered off with an airy, "BELIEVE IT OR NOT by Ripley, AND written for radio by George Leffertz"... Sup-

(Continued on Page 6, Col. 3)

Athletic Association

TENNIS AND SOFTBALL



Beauty on the courts. Mary Ruiz of Press serves during an AA tennis match at Rip's Tennis Club.

Some fourteen adicts, both skilled and unskilled, have joined the Tennis Group. They are currently meeting at Rip's Tennis Club each Wednesday after work. Plans are in the making by the group chairman, Elton Dublin of the Mail Room, for competitive matches. Regular players are Jo Dine, Mary Ruiz, Art

Selby, Art Oppenheimer of Press; Ruth Gross and Martin Wilmington of Research, Leonard Lucas and Mary Beebe of Engineering, Elaine Simpson and Henry Gillespie of Radio Recording, Kay Collins and Elaine Hollywood of Traffic.

The NBC Softball Team is currently sharing the top of Division B in the Midtown Variety League with Paramount Pictures. Plagued by bad weather, the boys have made only three appearances since May 26. Paramount has a record of six wins and two defeats. NBC has won five and lost two, with one tie to be re-played at some future date. CBS leads Division A with a 6-1 record. According to the League provisions, leaders of Division A and B will play off for first and second place, and the number two teams will clash for the third and fourth places.

One June 3 NBC took the game against Newsweek 12-8, but the following week we didn't fare so well against Paramount, as NBC dropped an important game to the picture boys, 12-4. The home batting lineup, one of the strongest in the League, just didn't deliver in the face of some snappy Paramount fielding.

Universal Pictures dropped a game to NBC by default June 17th, when the full team failed to appear by the 6:30 deadline.



Bowling Champs—After a close struggle, the Construction team won the year's bowling honors under the captainship of Frank Opsal. Players were (back row) Ed Prince, Walter Law, Pete House; (front row) Joe Arnone, Frank Opsal, Bill Clarke. Ted Nolen and Frank Connolly could not be present for the picture. Frank Mocarski and Joan DeMott had highest averages for the year, with George McElrath and Joan DeMott holding high game honors. Joe Kent of Controllers is the new bowling chairman.

IT HAPPENS AT NBC

(Continued from Page 5)

posing an enterprising script writer wants to make a solid investment, what does he, or as in this case she, buy? A superrevelturning fourstar typewriter with beige foot rest? A multiplex, ringfanning addressograph with agency executives' names set in rosewood type? No, Claris Ross buys a poodle, a large black French poodle named Shoreland Sir Nicolai, and because his every curl is worth its weight in blue pencils, she feeds the youngster four times a day! Claris finds that the dash home at noon to feed Nicky is treading pounds off her where she likes having pounds tread off . . . Helen Miller can build a scene and top it neatly. A few days ago she went from executive secretary to a career deal as policy reader up on the fourth floor with novelist Carl Bottume. Now she says that Dave Pollack, New York's most painless dentist, was in town on June 29, which was a fine day for marrying. The girls threw a Brooklyn shower for Helen a month back and these pale green offices were flooded with enough cake to feed every scripter for ten blocks east.

—Mitchell/Crosby/Wogan/Adams

PUBLIC SERVICE—Honors and best wishes go to Beatrice Poletti. Her most important finger is now adorned with a beautiful diamond presented to her by Andrew Cochran. Andy is a student at Mount Saint Mary's College in Emmittsburg, Maryland and plans to enter medical school in the near future . . . If you are ever called on to conduct a guided tour around New York, we suggest you take Jean Richter along. She looks a little worn after the visit of her grandmother from Kansas City, Mo. Nannie, being from Missouri, had to be shown—and Jean certainly showed her everything, including Coney Island.

—Marjorie Loeber

PURCHASING—We're proud as can be of our boss, Bill Bloxham, who is a new member of the Twenty Year Club . . . Guest-of-the-Month was Mary Clancy, our Chicago Purchasing Agent, who was in N. Y. for the PA's Convention . . . Best-Deed-of-the-Month honors go to Herb Schumm for taking 20 youngsters on an overnight camping trip in the wilds of New Jersey . . . Most every weekend you'll see Henry Martin cruising around Long Island and nearby states in his brand new Chevrolet.

—Betty Michaelis

RESEARCH—The love light is at last burning in the heart and eyes of Ann Russo. Little Ann found herself an army officer who wants to take her way up to Alaska with him where he is to be stationed . . . Mildred Joy spent a week in Chicago attending the Special Library

Conference, and Frances Sprague attended the RCA-NBC Librarians meeting held in the RCA Victor Library in Lancaster, Pa. . . Lucille Juster finally set the date for her wedding and the gals in her section took her to lunch to celebrate. She left the company to prepare for the big event sometime in September . . . Mary Schlorek, our female Rembrandt, had two oil painting exhibited in the Jersey City Museum . . . Your reporter finally made the headlines himself. Take one expectant wife, a two alarm fire in the apartment below just at suppertime, a risky trip up a ladder fire escape, and a run across the roof tops, plus the first flutterings of the stork's wings, and add for good measure a trip to the hospital in a pre-war taxicab and the result—a six pound eight ounce baby girl.

—Will Zurflieh

STATION RELATIONS—If you see long faces hereabouts, it's because Doris Paterson has left us to work for Jim Gaines of WNBC, and Lillian Block is returning home to her native Canada . . . The hay season is back and Burt Adams has decided to do some shearing. Burt's annual crew cut is now apparent.

—Marion Lucas

TRAFFIC—Russ Strebel scooped everyone by coming in three days ahead of time with the proofs of the Dick Tracy comic strip revealing just what Gravel Gertie's baby looked like . . . We were sorry to lose Lorry McCue to Personnel. We welcome in her place Bill Forrester, formerly of the Mail Room.

—Kay Collins

TELEVISION—We welcome William Burke Miller to the fold and hope he'll like television . . . Terry Gurbach still dreams of those three days in Washington . . . Our red-headed Marie Finnegan came back from New Orleans with an accent . . . Jack Greene is still muttering about the price of money going down.

—Rose Sheeky

WNBC—At a farewell luncheon for Skeets Miller, glamorous Jinx Falkenburg, made up in purple television lipstick, planted a kiss on the delighted guest of honor. Tom McFadden, who has taken over as Assistant Manager, is already deep in the budget . . . If you've wandered into 416 recently, you've seen Wini Schaefer sitting at the desk usually occupied by Elinor Tarshis, who followed Burke Miller to Television . . . A warm welcome to lovely Michele Lescure, secretary to Bob Davis, and to Fred Heywood, who has joined us as News Director . . . June 30th brought the departure of Florence Lurie, who will be married to John Knox on July 23 in San Diego, and July 8th found Ben Kaplan altar-bound with Anne Burkhart.

—Fran Carlson



Chimes

NEWS AND VIEWS
OF NBC PERSONNEL
IN NEW YORK

AUGUST • 1947

VOL. 5 NUMBER 6

REALIGNMENT OF EXECUTIVE ORGANIZATION ANNOUNCED

Three Named Administrative Vice President



HARRY C. KOPF

Following the regular monthly meeting of the Board of Directors of NBC on August 1st, Niles Trammell, President, announced a realignment of the executive organization of the Company.

Harry C. Kopf, formerly Vice President in charge of Sales, was appointed Administrative Vice President in charge of Network Sales, National Spot Sales, Owned and Operated Stations and Station Relations. George H. Frey was named Director of Network Sales. James M. Gaines was named Director of Owned and Operated Stations and will continue as manager of Station WNBC. These gentlemen, in addition to James V. McConnell, Director of National Spot Sales, and Easton C. Woolley, Director of the Station Relations Department, will report directly to Harry Kopf.

Ken R. Dyke was appointed Administrative Vice President and will head up the Program, Continuity Acceptance and Public Service Departments of the Company. He will continue in charge of Broadcast Standards and Practices.

John H. MacDonald, formerly Vice President in charge of Finance, was appointed Administrative Vice President. He will have charge of finance and budget matters and will supervise the following departments: Treasurer's, Controller's, Personnel, General Service and Guest Relations. Clayland T. Morgan, in charge of Special Services and the Guest Relations Department, will report to John MacDonald.

I. E. Showerman, formerly Manager of the Central Division, was elected Vice President in charge of the Central Division.

Niles Trammell also announced the retirement of two executives of the Company — A. L. Ashby, the Vice President and General Counsel, who will continue to act as an advisor to the Company on legal matters, and Clarence L. Menser, who has served the Company as Vice President of its Production and Program Departments. Henry Ladner was designated as Acting General Counsel.

Commenting on the realignment of the Company's executive staff, President Trammell stated, "Our objective in reorganizing the administration of the Company's activities is to further improve our operating efficiency. The many pressing problems in this post-war era, together with our expansion into the field of television, have placed additional responsibilities upon our executives. We expect that the Administrative Vice Presidents will assume responsibility for the Company's day-to-day operations, thereby enabling the Executive Vice President, Mr. Frank E. Mullen, and myself to devote more of our time to over-all management affairs and the problems of expansion, particularly in the new field of television broadcasting.

"I want to express our thanks and appreciation to Judge Ashby for his long years of service and to Mr. Menser likewise for the contributions they have made to the success of the National Broadcasting Company."

Harry Kopf first came to NBC in November of 1931, as a Salesman for the Chicago office. Seven years later he had been promoted to Sales Manager of the Central Division. In 1940 he became General Manager and shortly after that Vice President and General Manager of the Central Division. A year ago Harry Kopf was transferred to the New York office as Vice President in charge of Network Sales.

With the Company for ten years, Ken Dyke joined NBC as Eastern Division Sales Manager. From this position he was promoted to Director of National Sales Promotion. During the war Ken Dyke's distinguished service record with the Army was climaxed when he became a Brigadier General on General MacArthur's staff in Japan. He was Chief of Civil Information and Education at U. S. headquarters in Tokyo. His many citations include the Distinguished Service Medal, Legion of Merit and the Philippine Distinguished Service Star. He returned to NBC in Sep-

tember of 1946 as Vice President and Director of Broadcast Standards and Practices.

The third new Administrative Vice President, John H. MacDonald, was Manager of the Cost Records Division of Treasurer's when he started with NBC in 1936. Shortly thereafter he became Budget Director. In 1939 he became Business Manager of Electric Transcriptions and in 1941 was appointed Assistant Treasurer. In 1942 John MacDonald received two promotions—first to Assistant to the Vice President and General Manager and later to Vice President in charge of Finance.

OUTING PLANS PROGRESS

Nick Kersta, the AA's newly-elected head, has been holding many an after-hour confab with his cohorts, Tom Knode, Adelaide Orr, Aneita Cleary and Ham Robinson. The subject of these meetings has, of course, been centered around the Outing, which will take place on September 9th at the Crescent Club in Huntington.

Corinne Pearson of Personnel and Al Walker of Executive have been placed in charge of the Outing preparations and they are at present tackling the multitude of details connected with this all-day affair. As it has in the past this fun-day will include an active sports roster — swimming, riding, tennis, softball, horseshoes, and golf. For those who would rather just relax, there are rolling lawns and a spacious clubhouse. Don't forget eating (luncheon and dinner) and dancing.

Tickets will go on sale later this month and can be purchased through departmental AA captains or in Employee Services. Current Outing developments and information will be posted on the company Bulletin Boards.

Join the AA now so that you can take advantage of the special Outing rates for members. And be sure to plan to attend this all-day affair, which will climax the vacation season. September 9th is play day for most of NBC!



KEN R. DYKE



JOHN H. MAC DONALD



CORINNE PEARSON, *Editor*
LUCILLE SHARP, *Managing Editor*

A MESSAGE FROM THE EXECUTIVE VICE PRESIDENT

"Say Thank You"



Frank Mullen

One of our employees sent in a bright suggestion not long ago. It was to place on the desk of each executive a little sign or plaque carrying a three-word reminder: "Say Thank You."

Certainly—and particularly in a large organization—the amenities and common courtesies are important. They are what lubricating oil is to an engine: they eliminate friction and reduce wear and tear. You can't run a car on gasoline alone, and it takes more than high-powered

energy to handle an office job with no burnt-out bearings and cylinders.

But there is not room on our desks for all the signs that would be needed to tell us to carry on the day's work like energetic, civilized human beings. Otherwise we might face a battery of reminders all day long: Keep Busy, Don't Pass the Buck, Honesty is the Best Policy, The Voice with the Smile Wins, and Folks Who Never Do Any More Than They Get Paid For Never Get Paid For Any More Than They Do.

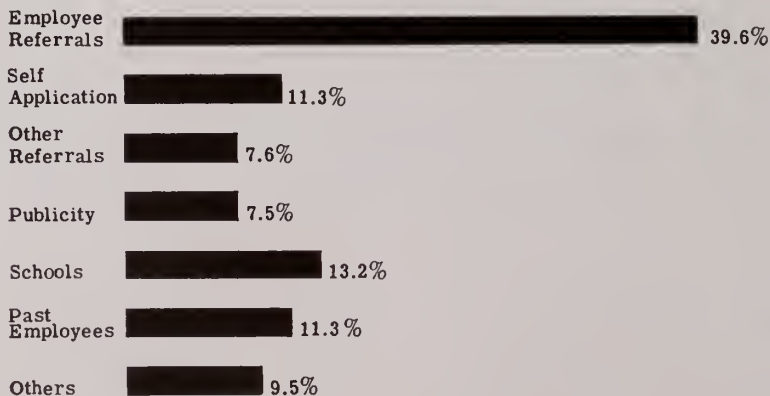
By all means let's say "Thank You"—not only when we are really grateful for something, but as a recognition that another person, whether in line of duty or not, has taken some trouble or exerted himself on our account. "Please" is another good lubricant word.

However, if our manners need reminders, the best place for signs is not on the desk but in the mind and heart.

I notice the suggestion was for executives. Well, maybe they need it the most. But I wouldn't want to deprive any of my co-workers of such a good idea, so I'm passing it along in this issue of Chimes. Thank you.

DID YOU KNOW -----

That during June three times as many people were hired through Employee Referrals than through any other individual source?



PROMOTIONS

Frederick Bayer has been promoted from Chief Order Clerk to Sr. Recording Clerk in Engineering.

Robert Button, former Night Program Manager, is now a Salesman in National Spot Sales.

Mary Cooper goes from Secretary-Clerk to Booking Clerk in Program.

John deRussy has been promoted from Salesman to Manager of National Spot Sales.

Frank Donnelly goes from Jr. Accountant to Valuable Papers Custodian in Controllers.

William Forrester, former Outgoing Mail Clerk in General Service, is now Clerk-Typist in Traffic.

Michael Gilligan has been promoted from Messenger-Clerk in General Service to Stock Clerk in Engineering.

George Graham has been promoted from Engineer to Assistant Station Engineer at the WNBC Transmitter.

Grace Lynch goes from Steno-Secretary to Secretary in Press.

Frank Macaulay was promoted from Recording Clerk to Chief Order Clerk in Engineering.

Harry Reinig, former Mail Messenger, is now a Records Clerk in General Service.

Harold Ritchie received a promotion from Sr. Recording Clerk to Apprentice Studio Engineer in Engineering.

Herbert Schumm goes from Invoice Clerk to Financial Clerk in Treasurers.

Robert Sosman has been promoted from Production Administrative Assistant to Night Administrative Assistant in Program.

Peggie Springstead goes from Order Clerk to General Order Clerk in Radio Recording.

George Sweeney has been promoted from Special Features Clerk to Programming Assistant in Television.

Doris Terhune won a promotion from Secretary to Jr. Administrative Assistant in Radio Recording.

Joyce Walsh goes from Studio Assignments Clerk to Assistant Order Supervisor in Radio Recording.

Frank Weber, former Copy Clerk in the News Room, is now a Traffic Desk Clerk in International.

GEORGE MALCOLM, G.R. RECEPTIONIST, RETIRES

A familiar figure is missing from the reception desk in the Main Hall. George Malcolm, who has been with the Company since 1929, has retired because of ill health.

George was born in Scotland and before coming to the United States in 1923, he was an officer with His Majesty's 2nd Life Guards. He became an American citizen in 1935, six years after joining NBC as a doorman.

His friendly manner has brought

many commendations to George from visitors to NBC, and his talk, military bearing and inextinguishable fund of tales about his adventures as a riding instructor with the British Army in Egypt and India are well-known to scores of employees who have come through the GR ranks. George Malcolm's regal manner of rolling out the red carpet to all who cross the NBC threshold will be hard to replace.



GR's genial giant, George Malcolm, has retired after 18 years. He is here presented with U. S. Savings Bonds and an RCA radio by Manager Pat Rittenhouse while (l to r) Tom Kerr, Pete Tintle, Ellie Gallagher, E. McMahon and Betty Merrill look on.

G. R. ROMANCE



A tour d'amour is what guide Bob Crosby and guidette Eileen Holley began on July 31st. The young couple met while on the NBC Studio Tour staff, and their marriage is a new Guest Relations "first."

There were pink clouds drifting through Guest Relations all during July. And even now the glow still lingers like a smile.

It happened like a happily-ever-after story with Eileen Holley and Bob Crosby playing Cinderella and Prince Charming. Eileen, a tall, blonde girl from Michigan with a sparkling sense of humor, was taking a tour through the television exhibit on the ninth floor. Bob, a handsome six-footer with a broad white smile, was officiating at the "jeep" (the control board for operating the television equipment). Such was the scene of their first meeting.

Coffee dates, with all the badinage and serious discussion traditionally associated with them, became more and more frequent between our guide and guidette and inevitably brings to mind the old adage, "Too many coffee dates may furnish grounds for matrimony." Sure enough, in early July Bob and Eileen announced their engagement.

In the fall of 1946 Eileen Holley came to NBC and GR from Pratt Institute with a well-developed talent for industrial designing. In a short time she had earned the reputation for being one of the outstanding guidettes in the Tour Division. Her other talents didn't lie dormant, however, for to her we owe the new frontage display outside the News Room.

With the blustering winds of March and out of the arms of Neptune came Bob Crosby. After serving two active years with the Merchant Marine, Bob came to NBC to fulfill a desire of long standing. Since his high school years he has wanted to be in radio, especially the announcing field. And if announcers

are judged on personality he should be a very good one, for the commendation files in Guest Relations are filled with letters from happy tourists, praising his personable manner during the Studio Tour.

Eileen and Bob were married on July 31st with the combined blessing of their NBC friends and WNBC listeners, who heard them on the Honeymoon in New York show. Their wedding trip has taken them to Michigan.

Bob plans to return to the guide staff and hopes to join Pat Kelly's announcing class in the fall. With luck, he then hopes to get his microphone experience at a small out-of-town station. Eileen will divide her time between housekeeping and giving serious thought to industrial designing.

This is not the first time that an inter-departmental romance has resulted in marriage. Other examples are Allan Kalmus and Jane Waring of Press, and Carl Watson and Cami Taylor of Station Relations. Yet the instances are relatively rare, and when such an altar alliance takes place the rest of the members of the department cannot help but find delight in the romantic aura that is diffused. That's why GR is wrapped in a pink cloud—for, like most Americans, they love a love story.

PAUL HERROLD MARRIES

When other people are celebrating Independence Day, Paul Herrold will be celebrating his marriage on the Fourth of July to Miss Catherine Casey of Brooklyn. They plan to move to Arizona. Paul retired as Master Control Engineer due to ill health, after being with NBC since January, 1927.

SUGGESTION WINNERS

The Suggestion Committee met last month and after careful consideration voted twenty awards totalling \$220.

The three top awards were \$25 Savings Bonds which went to Ethel Gilchrist of Advertising and Promotion, Herbert Whitehead of the Bound Brook transmitter, and Jane Iliff, formerly of Program Supervision. Ethel, who is a Promotion Copywriter, suggested a more effective way of presenting a chart, issued by Press, showing NBC's magazine publicity superiority over CBS. The idea had such merit that it was adopted immediately. A shortwave transmitter engineer, Herbert Whitehead had an technical brainstorm involving the installation of new relays and switches in the Bound Brook control room to facilitate operations. Jane Iliff, who has since retired from business and returned to her home in Peoria, Ill., was mailed her \$25 award for suggesting a cardex system for quicker reference to program titles and information in Central Booking.

There were two \$15 awards. One went to Manuel Segal, Sound Effects Technician; the other was presented to Joan Tito of Guest Relations. In order to save paper, Joan's idea resulted in a "General Memorandum," which will replace all-employee distributions of memos of a general nature. These memos will be routed around each department. Manny's winning suggestion was to outfit each studio with additional 3-way wall outlets for safety and economy reasons.

In the \$10 category we have eight awards. Jim McLean of Press reaped one of these for his idea to emphasize the importance of courtesy in business contacts (see Mr. Mullen's message on page 2). Ralph Barkey of GR was another, his suggestion resulted in indicating a "repeat performance" on broadcast ticket folders. A member of General Service, Jeanne Harrison submitted a draft for a petty cash voucher form to be used by each department in connection with petty cash funds. Bernard Isbitsky of the Bound Brook transmitter suggested an improvement on the portable compressor used for pumping up the air neutralizing condensers in the WRCA transmitter. Steere Mathew, Traffic, proposed some changes in information given by tour guides about the Traffic Department. Andrew Thomson of Engineering thought it would be a good idea to include ballgame scores on the *Modern Farmer* news each morning. Ruth Norris of the General Library suggested some safety measures for the members of

the Library staff. Matt Boylan's \$10 idea will result in a directory in the 49th and 50th Street corridors listing the key Engineering and Traffic personnel for the convenience of visitors.

The winners of \$5 awards were Chester Hill of Radio Recording, Arthur Nelson of Controllers, Norman Seltzer of Guest Relations, Charles Vaill of Advertising and Promotion, William Webb of Advertising and Promotion, Stephen White of Guest Relations, and Frank Weber of International. Chet Hill had an idea for facilitating access to studio 9B. Art Nelson suggested a revision in our vacation policies. Norm Seltzer's idea resulted in repair of the door stops in the 8H balcony. Arrangements to have the phone directories at the studio section reception desks kept up to date was Charlie Vaill's idea. Bill Webb's idea resulted in the installation of lighting for the News and Special Events display on the fourth floor. Steve White suggested that the guides point out the RCA Exhibition Hall to the people taking the NBC Studio Tour. Frank Weber's suggestion was to install an illuminated clock in Room 980, the television viewing room.

After this long list, there should be little doubt that suggestions pay off. Why don't you try it yourself? AIM TO WIN AN AWARD!

NBC CHORUS TO RECONVENE

After a summer recess, the NBC Chorus, which made such a favorable impression when it performed at the Ten Year Club dinner in June, plans to start rehearsing again.

As it has been in the past, the Chorus will be directed by Jim Kovach of Production. The Chorus plans to build a large repertory so that it can be called on to fill programming spots on WNBC. Auditions for this all-employee organization will take place either the second or third week in September.

SOFTBALL TEAM FINISHES IN FOURTH PLACE IN LEAGUE

The Mid-Town Variety Softball League came to a close for the 1947 season with NBC finishing in fourth place behind Paramount Pictures, CBS and Mutual. This represented a serious skid for the NBC team, which had helped to set the pace throughout the season.

On Tuesday, July 15, the NBC squad met another team from the RCA family, RCA Communications. The final score in nine innings was NBC 4, RCAC 3. The downtown team, like NBC, featured red and white as its colors.

It happens at NBC



Fun on a boat—Seven gals from Steno banded together for an outing at Bear Mountain last month. From the left: Jane Hendrie, Irma Wütanen, Lily Suarez, Jo Whalen, Harriet Herschkorn, Eleanor Rummo. Jo Di-Marco acted as photographer aboard the Hudson dayliner.

ADVERTISING & PROMOTION—*Vacation Whispers Down A & P Row*: Dick Blake found Collyer-like seclusion in a cabin by one of Vermont's least accessible lakes. New England lakes also attracted Fred Viet, and John Graham, whose consumptive auto coughed its way to Vermont. The lure of the surf sent George Wallace, Gerry Cunningham and Murlin Hawley to New England's frothy beaches. Marion Stephenson relaxed blissfully in air-conditioned Peggy Cove, Nova Scotia. Marjorie Petry gladdened the hearts of observing males at Highland Lakes, N. J. Irene Frances plied Greenwood Lake, N. J., the live-long day in a speedboat. Jean MacIntyre was seen along the riding paths near Poconos, Pa. Charlotte Stern competed with par on the fairways of Long Lake, N. Y. Aneita Cleary journeyed to Cleveland (mission undisclosed). Charlie Vaill discovered Kupreanof Island.

—Jake Evans

CONTINUITY ACCEPTANCE—The Wee Folk and the Leprechauns really had the welcome mat out for their returning countryman. They made sure that she won the jackpot of \$24 the first night aboard the America. They managed to keep Old Sol shining, with the exception of one day, when the heavy dew, aided by some mischievous pixies, rolled in from the Mountains of Mourne, darkening the skies. The luck of the Irish seemed to follow Kay Henderson across the Atlantic and saw to it that she was one of the first persons off the ship. To the question, "How are things in Glocca Morra," Kay can truthfully answer, "Wonderful!"

CONTROLLERS—Since Mike Boland and Lou Newman agreed to

share each other's winnings in the baseball pool, Lou has won four times—Mike never. Mike claims he hasn't won a pool in 25 years, but since teaming up with Lou, he's been lapping up the gravy... Anne Mykulak, after another try at the big city, is back on the farm. She's working in an office near home—Canajoharie, that is—and does chores around the farm in her spare time. She's coming to New York this fall to be maid of honor at Marie Trischetti's wedding... Evelyn Robinson has been taking driving lessons from her husband. She is determined to learn to drive before the NBC outing in September.

—Frances Heim

ENGINEERING—Dave Maloney has been loaned to Audio-Video again. This time he'll supervise the installation of electric work in 8G, which is being converted to the newest thing in television. He augments Jerry Hastings' gang which is very busy, with Ted Nolen settled on the Washington project and Elmer Dustin hustling the numerous Radio City alterations and additions... The crowd of strangers in the back end of 517 was identified as Radio Facilities Engineers who have been out in the field so much that they were practically unknown. They were Fred Everett, Lester Looney and John Seibert, just back from getting the Washington transmitters on the air... Bob Byloff has done it. His Audio-Video friends report that the wedding in Scarsdale was a great success... Jane Kenny was introduced around the office recently and has settled down to wearing out another typewriter.

This will introduce the Bound Brook line-up: John Gullans, Arthur

Lindstrom, W. E. McMillin, Stanley Crabtree, Trygve Danielson, Thomas Bolger, Francis Wagner, Bernard Isbitsky, Herbert Whitehead, Mel Stickles, John Dunn, Paul Turner, James Kerstetter, Max Moon, Arthur Holden, Don Hickman, Michael Pirozek, Joe Stemple and Stanley Puza... Johnnie Dunn has been selling a lot of his radio equipment. The motive: He is going in for photography... Mac McMillin is back at B.B. and seems to be enjoying it. He has been with NBC since 1928, four years of which he devoted to the Navy as a Lt. Comdr... A party was given on July 9th for Ed Morrell, who was transferred to Television at Empire State... Al Lindstrom will be heard on the 144 MC band in the near future, and Trygve Danielson has been quite active on the ham bands, but has had some difficulty finding a nice quiet place for his rig. He plans to have a rotary beam antenna and a shack remote from the house later.

—Gordon Strang/Mel Stickles

GENERAL SERVICE—The Mail Room bids adieu to Gene Alexy and Joe Gilligan who have left us for Treasurers and Engineering respectively. Joining the fold are newcomers Dick Welsh, Arnold Becker and Dave Ballin... Recent additions to Stenographic include Ellen Breen, Adella Wirth, Jane Gundrum, Roberta Fielding and Marie O'Connell.

—Cal Wheeler/Harriet Herschkorn

GUEST RELATIONS—Wedding bells are clanging in GR. A guide and guidette, total strangers on their arrival, have fallen in love and married. Eileen Holley and Bob Crosby are now honeymooning in Michigan... A welcome hail to the new members of GR—Cal Bollwinkel, University of Michigan student, Jim Trone, medical student at Johns Hopkins, Byron Bray, from the Deep South, Virginia Weiser, law student and Staten Islander, and Terry O'Brien, the Sinatra of 1950. Farewell to Ralph Hansen, who has left to join the fall classes of a mid-western college. Also absent from the GR ranks are Ken Derby, now working in Production, and Tom Kerr, slaving over a hot microphone in Annapolis, Md.

—John Casey

INTERNATIONAL—Take it from Vsevolod Kondratiev. The French resistance movement was a nothing compared with the rigor of first facing a mike. A veteran of the French underground, he looks back on his full share of tight spots, but his well-tested nerves went back on him when he found himself staring at that little talk-box—un-aided. The worst is over now, thanks to Vic McCausland's patient ministrations... Vic, himself, is a new admission to the ranks of benedicts, following

a sort of intramural romance. The bride was Helen Bowen, formerly of International's Music Room. Jacques Bablon was the best man... *Vacation-bound*: Jean Glynn, coast-to-coast; Betty Rapp, Connecticut farmland; Walter Law, Cape Cod, following the trail blazed by Manuel Souza and Schuy Chapin; Marty Krever, motoring to Canada; Ary Moll, Puerto Rico; Fred Bate, Thousand Islands; Egon Stadelman, at the Pocono Children's Camp which he helps to direct.

On the move: Gladys Quadt inherits the Cal Abraham secretarial spot left vacant by Anne Wilhelmy—Joe Durand proudly chalking up birthday number one for daughter Karen—Brad Bransford, the man nobody sees (he's the midnight-to-eight king) snared himself a soap opera bit—by day... Helen Davis is one gal who'll never take a clock at face value again. Seems one day she glanced at a wall clock, read "five o'clock." So back to work for what she figured accurately enough as a good hour, at least. Then the customary ceremonials for closing the day—clean off papers, lock desk, out with the light, etc. And off she strolled, right by the same clock. And still it read "five o'clock." Devastation—investigation—and, finally, realization. Thanks to some repair work, the clock had been disconnected, and the five o'clock was a hangover from the day before. So—on with the lights, unlock the desk, out with the papers, etc. It was like an extra day in the week.

—Leonard Allen

LEGAL—A vote of thanks to the Judge and Florence Marger for the wonderful way the vacation schedule was carried out to equalize the work and still let people have fun—all without additional help. Alice Wilson and her hubby enjoyed the golf and swimming at Lakeville, Conn.—Dorrie Crooker took the famous "Two Weeks With Pay" at Thousand Islands—Bea Horn took a boat trip to Canada—Paul Lynch stayed home and got acquainted with his new son, Paul Jr.—Grace Schneider and her husband took in the exciting sports at Eddy Farm—Ginny O'Connor wouldn't say where



Brushing up on his typing, Mr. Jones is a smart little fellow who is looking for a good secretarial position. At the present time Mr. Jones is employed as baby sitter by the Will Zurfliet's of Research.

he went but we think it was the Atlantic Beach Club—and Pat King just enjoyed relaxing at home with his family. Now they are all back and ready for another 50 weeks.

—Mildred Barr

NATIONAL SPOT SALES—*The Changing Scene*: A couple of bright new faces are lighting up Spot Sales as of recent date. Bob Button, late of Night Program, now a member of our elite group of Sales Representatives. Also welcome to the fold is his secretary, Olga Schoelles. Bette "How Wonderful!!" Jacobs, secretary par excellence, is now aiding and abetting Don Norman's Sales efforts... Changes in Spot were brought about—as though everyone didn't know by now—by Bill Roux's departure to enter the printing business. Jack deRussy succeeded Bill as Sales Manager with Anne Pawlyshyn Pawlyshyn (and we don't need a new needle—that's her name) attending his secretarial needs.

—Allan Hughes

NEWS & SPECIAL EVENTS—Frank McCall is having a little difficulty getting used to city ways again after his sojourn at the McCall country estate in Walkill... First vacation casualty, Jeanette Kriendler claims she is qualified as an expert in the use of a western saddle, now that she can walk again... As for John McVane, the only thing he expects to exercise is his French on his trip to Canada... Bob Reuben will probably renew old callouses as well as old acquaintances on the B29 flight to Tokyo in honor of Air Forces Day.

—Agnes Sullivan

PERSONNEL—Lt. Col. D. G. Grot-haus, U.S.A., has come to NBC for two months to study our personnel methods. He has recently received an MA in Personnel Management and is now serving a period of internship in industry before going on to his next Army assignment. Nick hopes to discover a few points of personnel "know how" that will be of use to the Army... Corinne Pearson is still chuckling over the letter that was returned for better address a few days after she had mailed it to Philadelphia, California. Incidentally, the future looms bright for our CP. Her Forest Hills apartment is populated by weaving apparatus and a group of good-looking luncheon sets have already sold in a Fifth Avenue store. At the moment, Corinne's sister Bobbie is making her a set of maroon office drapes with a silver mike design that should arouse the envy of every NBC-ite who finds his way into 512... Don Bogert has just returned from a tour of New England and Canada with Lollie and Gammy. Gammy, the Bogert's prize cocker, had his own little trailer with all the comforts... It was a perfect birth-

day for Bets Haglund on July 16th. She decided to pamper herself and take a taxi from Grand Central to the RCA Bldg., and no sooner had she closed the door than the sky let loose with a downpour. Arriving dry and happy at the office, Bets found a red rose from Doris Ann with a stem nearly three feet long (honest!) and a letter signed by 14 Salt Lake City friends inviting her to a delayed birthday party when she vacations there in September.

—Neil Knox/Anne Middendorf

PRESS—Welcomed last month were Don Bishop, who recently received his MA at Columbia's School of Journalism, and Grace Lynch, secretary to Tom Knode, who came to us from Stenographic... Hank Moore has accepted an invitation to join the Overseas Press Club. The friendly person who accompanied him on his recent weekend show stints was his dad, up from Mississippi for a vacation... Jo Dine and Al Kastner were kidding Jim Miller about his absent-mindedness. Jim denied the accusation, whereupon Jo said that Jim probably still hadn't found the check which he had mislaid that morning. Jim proudly said he had come upon it several hours ago. "Well, then," Jo countered, "I'll wager you don't know where it is now." Jim thought a minute, then a strange expression came over his face and he answered, "I do, too—it's in the right-hand pocket of the rain coat I left in the restaurant where we had lunch today, I hope."

—Roselle Hubel

PROGRAM—Ernest LaPrade weathered a crisis last month. Secretaryless due to the vacation schedule, he charged up to us at 4 o'clock one afternoon, proclaiming that the 64 floors had fallen on him. It developed that FM programs were going back on the air in exactly two hours, and he had to organize and/or reorganize the whole set-up in that time. Breathless between hectic phone calls, he managed to meet his deadline with everything cleared and formulated... We expect the publicity on Bill Paisley's sultry new tune called *When You Seemed to Care* to appear all over picket signs from now on. The Eve Young-Arlo Hultz recording of the song came down to Bill titled, determinedly, *Unfair*... New faces in Script's hall these days. Summer replacements brought along such happily foot-loose writers as Tom Dougle, Alfie Bester and Web Kelly. And to aid Dick McDonagh and Wade Arnold with the new shows, an editorial broom has arrived in the person of genial Ray Harvey. Straight from 11 years as a top writer at WLW, Cincinnati, and top honors winner in the nationwide contest run by Ohio State Institute for Education by

Radio with his script *The Band Red Feather*, comes Bob Maley. Currently, Bob is adapting novels for the summer series of American Great Novels; his latest is *The Pilot* by James Fenimore Cooper. Clement Fuller, who refuses to admit that he may have a middle initial, but who actually was christened Clement Arthur Anthony Laurence St. George Montgomery Fuller, comes to the NBC Playreading Committee with an interesting history. He was born in England, was graduated from Balliol College, Oxford University, and is a writer, journalist and painter. During the war he was London commentator and central news editor for the BBC. He now joins NBC as a first-rate script critic... The welcome mat was out last month in Sound Effects for Jane Hendrie of Steno. Jane is replacing Peggy Harrington, who has left Sound to join Program Supervision as secretary to Ray O'Connell. Clem (Wavy) Walters has returned from a week in Florida where he visited his cousin, who manages a baseball team. After making three home runs they sent Clem home—probably too much competition. Al Goldblatt of Set-up returned from his vacation at Niagara Falls... Program Manager Tom McCray returned from his recent trip to the West Coast equipped with several new neckties, and each one of them is a study in abandon. Tom insists that his new neckwear is very "sincere" and just LOOKS as though it were hand-painted! We were sorry to lose Jane Iliff, assistant in Booking, who decided in favor of the old home town, Peoria, Ill. Jane's spot has been taken over by Mary Cooper. Central Booking gained another member when Jean Meyer joined Walt Ehr Gott's team. Jean commutes from a community in Jersey called Bogota. When Vivian Walsh runs out of cigarettes, even like you and me, she doesn't just say, "Who's got a cigarette?" No sir! This little gal comes through with, "Anybody smoke king-size, with cork tips?"

—Crosby/Adams/
Loughran/O'Connell

PUBLIC SERVICE—The gifts were lovely at the bridal shower given by Doris Corwith for her secretary, Betty Meyer. Betty, who has been engaged for some time to Robert Quinn, will be married in August or September... After 50 weeks of anticipation come two weeks of realization. Dwight Herrick spent his vacation at Sea Girt, N. J., with his family. Edith Lisle, naturally, rode horses—at a dude ranch upstate. The tune Hilda Watson is humming is "California, Here I Come"—and soon. Dr. Angell is enjoying life and good health at Seal Harbor, Maine.

—Marjorie Loeber

RESEARCH—The New Research Division's television section, under Ed England, conducted a telephone survey of television set owners, recently. A number of gals made the calls. Suddenly Elinor Freitag gave out with a loud yak-yak. Elinor asked one lady if she was viewing her television set. The lady said, "My set isn't on." "Well, is your radio on?" asked Elinor. "No, my radio isn't on either," came the response, "in fact I have nothing on." Now Howard Gardner has dubbed Bill Reynold's division "The Nude Research Division"... Mary Schlorek and her husband have bought a piece of property in New Jersey and sometime within the next five years expect to build... And in five years Ruth Jaffe will just be graduating from college. Ruth has just become a junior after five years of night school, four nights a week. That's a tough grind—and the next five years won't be any easier. She's majoring in social studies... We welcome to the fold Connie Roenne, who has joined John Lothian's section, and Joyce Tyrrell, who becomes Barry Rumble's secretary... Marjorie Geddes has taken a leave of absence to visit Panama with her husband. The new face in the Library is that of Ann Lochbaum from the Library School of the New Jersey State College for Women. Ann is doing field work in our Library for the summer.

—Will Zurflieh

TELEVISION—Our men have broken out in a rash of "swimming" haircuts (crew cut to non-video people). Among the clipped boys are Gene Boesch, Fred Coe, Roger Muir, Noel Jordan and Craig Allen. George Sweeney is just about ready to take the plunge. C'mon in George, the water's fine!... Winchel gives out orchids, but Alec Alexander made it gardenias to all the girls working on the eve of our Washington station opening... Anyone strolling over to our film division at 630 9th Avenue should take a look at the trophy board the boys have hung up. Mementoes have been pinned up by Tom Burney, Harry Tugander, Jim Pozzi, Bob Jacques, Pete Affe et al. Chris Nelson, who has just joined the film staff, will be making additions any day now. There's never a dull moment with the film crew—Pat Roche was calling Frank Lepore and he very apologetically interrupted her saying, "Gotta leave now, Pat, we've got a fire in the building"... In the good old summer time—Jack Greene has been out sailing every nice weekend—John Rose has been playing nine pins with Rip Van Winkle in the Catskills—and Betty Orr looks like a Redskin just because of a trip to Avon—Poor Helen Bishop has only housemaids knee to show

(Continued on page 6, col. 3)

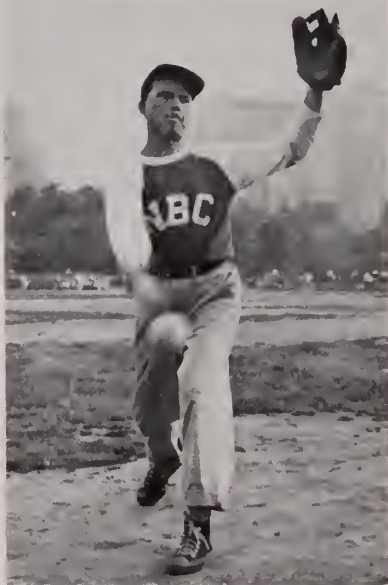
Athletic Association



The Frank E. Mullen Bridge Trophy was won this year the first time by Al Saunders of Engineering (left) and Mrs. Saunders. Frank Mullen here presents the two small cups which the Saunders may keep. The large trophy will remain on display at NBC.



Star player on the NBC softball team this year was Hal Bowden, shown here on the mound and at bat during a winning contest against CBS.



Bob Smith of Sports prepares for a wallop (left), while Walter Law of International rounds a base during a Variety League game.



IT HAPPENS AT NBC

(Continued from page 5)

for all those wonderful weekends—And Mary Alcombrack is back and Tele Sales is glad to get her. She spent her two weeks in Michigan with her family.

—Anne Bachner/Rose Sheeky

STATION RELATIONS—A Dagwood in reverse is Rosemary Deasey, who can be seen each afternoon dashing for Penn Station and her train to Morristown, N. J. Rosemary is Carl Cannon's new secretary. Florence Roman having moved into Easton Woolley's office. Another commuter on the Stations roster is Vivian Carroll, who isn't the least fazed by her hour-and-a-half trek between Fairfield, Conn. and the NBC offices. Vivian has taken over Carl Watson's dictation. Carl's former secretary, Lillian Block, has returned to her home in Canada . . . Mary Jo Peterson, who is still limping after a tussle with the Atlantic surf, did a creditable job with the commercial on Solitaire Time on June 21st.

TRAFFIC—Vacations: Jack Hilton is spending his free time at Lake George with his family. Harry Woodman is staying home and getting his garden in trim. Peggy Riebhoff went home to Minnesota. Hamish MacIntosh is up in New England with his family. Al Frey took off for Lake Hopatcong. Russ Strebek, and Kay Collins were both in Pennsylvania . . . We now have some new home-owners in the department. Matt Boylan bought a house in Babylon and Kay Collins' family have taken up residence in Queens Village. Walter Wiebel has moved to his summer home in Stonybrook and commutes to work from there . . . We all miss Marie Seidensticker, who left us the end of July.

—Kay Collins

TREASURERS — We're proudly showing off our newest member, handsome Gene Alexy, who came to us from the Mail Room. With the glad comes the sad, and with regrets we said goodbye to Elsie Skidmore and Ethelgrace (Eegee) Johnson. Elsie will devote her time to being domestic, and Eegee is patiently waiting to become a mother in September. A cocktail party was given for them at the Rainbow Room, and the violinist added to the occasion by playing "Auld Lang Syne" and Brahms' "Lullaby". . . It took us quite a while to find out who the "other woman" in Bill Williams' life was. He even went so far as to tell us she was blonde, blue-eyed and lovable. After a lengthy investigation we found out she was the little 3½-year-old girl who lives next door to him in Tuckahoe . . . Ellen McEntegart has been a busy girl this past month. She was a bridesmaid at two weddings, one of

which was her brother's . . . We have reason to be proud of Rudy Teichner, who won the Governor's Cup in a golf tournament at Rockland Country Club . . . Purchasing breathed a sigh of relief when Ed Deming received delivery of his jeep station wagon. in time for use on his vacation . . . One way to spend your vacation is to look for and buy a home. At any rate, that's what new-home-owner Henry Martin did while vacationing . . . Edna Kane vacationed at Cape Cod this year, and from all reports, enjoyed every minute of it.

—Betty Michaelis

WNBC—This office really cleared out on the dot of five on the 8th of July. Yes, Ben Kaplan broke up that ole gang of his when he married lovely Anne Burkhart of Texas at the Riverside Chapel. Charlie (Choo Choo) Phillips was best man and Murry Harris usher. T'was a gala affair—100% attended by the inmates of 416 . . . Two additions to our staff—Doris Paterson, formerly of Station Relations, now secretary to Jim Gaines—and Katharyn Nannos, ex-WAC, who hails from Pennsylvania, now secretary to Tom Page . . . Ann Scuderi visited Lois Day, former WNBC-ite in Plymouth, Mass. over the 4th . . . Kay Clarke is spending all her spare time up in Brewster, N. Y., fixing up a bungalow just recently purchased. Incidentally, Kay has also turned seamstress, making all those lovely dresses she's been wearing . . . If you've seen Hank Moore dashing back and forth from 416 to Press, he has good cause. He not only fills his job in Press, but is taking over for Bob Davis, who is at Saranac Lake for a few weeks of fishing.

—Fran Carlson



WANTED—A recorder—any kind, any make, any age, any condition. Willing to pay moderately. If anyone has anything in this line that is not too expensive, please contact Joe Durand, Room 410, Ext. 8222.

NEEDED—Historical data on the Company's trademark, and signature, the NBC chimes. Call Ernest LaPrade, Ext. 733.

WANTED—Small-sized tricycle for a 2-year-old. Call Dean Kearsh, Ext. 502.

FOR RENT—6-room house, completely furnished except for bed linen and cooking utensils. Available from August 25 to September 11. Call W. J. Kelly, Ext. 543 or Bayside 9-7578W.

FOR SALE—Remington-Rand portable typewriter, older model, but in good condition. Will also consider trade-in allowance on standard upright model in good condition. Ben Kaplan, Ext. 694.



Chimes

NEWS AND VIEWS
OF NBC PERSONNEL
IN NEW YORK

SEPTEMBER • 1947

VOL. 5 NUMBER 7

VARIED ACTIVITIES SCHEDULED FOR FALL

Sports and Studies Offered

The Athletic Association's annual Outing not only climaxes the summer season, but fires the gun that starts off a whole series of exciting and interesting winter-long activities.

Back To School

September days mean school days, and with the beginning of the fall semester in New York's schools, NBC expects many of its employees to take advantage of the Tuition Plan. Since the first of the year reimbursements for tuition fees have been granted to 114 employees at a total expenditure by the company of \$3072.97.

Under the NBC Tuition Plan the company will advance tuition fees to any of its employees up to a maximum of \$50 per semester. This advance is intended to cover such course or courses which are approved by the Department Head and Personnel Department.

In addition to taking specialized courses, many NBCites will be interested in enrolling in the NBC-Columbia extension courses in radio. Catalogues and applications for these classes are available in Employee Services.

The company's Training Program, of which the Tuition Plan is a part, is intended to afford the maximum opportunity for advancement to the young people holding junior positions at NBC. It also consists of the comprehensive Orientation Classes, which have been attended by 136 new employees since the beginning of the year, and the Training Squad, scheduled to start up again in October on an even larger scale. The Squad, as it did last year, will consist of chosen employees throughout the company who seem to have outstanding executive possibilities.

On The Recreational Side

The NBC Athletic Association's most popular activity, the Bowling League, will have its first practice game on September 18th, under the chairmanship of Joseph Kent of Controllers. The first real competi-

tion will begin the following Thursday. Another enthusiastic group, the Bridge Club, will also start up this month.

Marguerite Edwards of Research has taken over the leadership of the Swimming Group and plans to designate one night a week at the Hotel Shelton pool for this pleasant exercise. Marguerite will also be in charge of competitive racing and free swimming and diving instruction.

For the past two years the AA has entered an NBC team in the Rockefeller Center Basketball League. Another team will be formed this year to enter the League in October, with every intention of winning the championship.

Music and Drama

It is expected that the NBC Chorus will be in full sing by the middle of September. The group will be led again by Jim Kovach of Production. The Chorus, composed of approximately sixteen employees, is joined by competitive auditions.

(Continued on page 2, column 4)

ENTHUSIASM GROWS AS OUTING DAY APPROACHES

Many NBCites Plan to Attend All-Day Fun Fest

The day is fast approaching when many an NBCite will pile aboard chartered buses, carrying tennis rackets, golf clubs, suitcases and cameras. *Next Tuesday, September 9th is the day of the AA Outing!* The department AA captains and Employee Services have been kept busy selling tickets and membership cards.

As everyone knows by now, Play Day will take place at the Crescent Club in Huntington. Transportation by bus to and from the Club will be supplied by the AA at convenient hours to allow a maximum number to attend. Once there, of course, there are unlimited things to do.

Tennis enthusiasts will be headed up this year by Tom Knode of Press, the AA's first vice president. Tom Flanagan of Guest Relations is taking charge of the golf tournament. Mike Yahia of the International News Room, has volunteered to captain the swimming competition, and Bob Smith of Sports will manage activities on the softball diamond. For those who prefer less strenuous exercise, there will also be croquet, horseshoes and ping pong.

Each year the AA sponsors a snapshot contest. Everyone is urged to bring camera and film to try their luck as photographers. A judging committee will be formed to select the best candid pictures of Outing activities. The winners will be printed in the October issue of Chimes, and cash awards will be presented to the winners by Nick Kersta, AA president.

Al Walker, the Outing's co-chairman, has been shopping for prizes—wonderful articles anyone would be eager to have. The prizes will be presented to the champions of the day's sports events. This requires much ceremony, so it will take place during the dinner and dancing hour in the evening.

Lunch will be served between 12 noon and 2:30 PM and dinner will be served at 6:45 PM, followed by dancing. Dress, as usual, will be informal.

If you haven't already bought your ticket, here are the department captains who will be glad to take care of you. Marcia Aldrich (Advertising & Promotion), Kay Henderson (Continuity Acceptance), Joan DeMott (Controllers), Marion McDonald, Gus Bosler, Jim Cronley, Bill Haerer, John Gullans, Jean Pitillon, Doris Greene, Doris Minor, Mike Morreale (Engineering), Jean Buckey (Executive), Don Meissner, Inge Witschas, Cal Wheeler (General Service), John Casey, Hugh McDermott (GR), Dick Stahlberger (Information), Walter Law (International), Elizabeth Moloney (Legal), Marion Sheehan (Spot Sales), Janet Keller (Network Sales), Agnes Sullivan (News), Corinne Pearson (Personnel), Hallie Robitaille (Press), Isabelle Finnie, Jean Mitchell, Frank Heffer, Audrey Hanse, Jean Bishop, Caroline Doll (Program), Beatrice Poletti (Public Service), Florence Meyfohr (Radio Recording), Elinor Freitag (Research), Mary Jo Peterson (Stations), Pat Roche (Television), Margaret Hadley (Traffic), Doris Johnston (Treasurers), Betty Michaelis (Purchasing), Fran Carlson (WNBC).



Two former WAVES, both Yeoman First Class, were among the NBC Navy personnel to be presented with American Defense and World War II Medals in the Training Room last month. They are Zena Bier of the News Room and Natalie Faletto of Research. Medals were awarded by Lt. Comdr. Eugene L. Soares, USNR, of the Navy Recruiting Service.



CORINNE PEARSON, *Editor*
LUCILLE SHARP, *Managing Editor*

A MESSAGE FROM THE PRESIDENT

"The Spirit of Friendship"



Niles Trammell

To all who go on the Athletic Association outing, best wishes for good weather and a good time!

We work at NBC in pretty comfortable surroundings. But there is no floor so easy underfoot as the green turf—no illumination overhead so pleasant as the sunlight—no air conditioning so invigorating as the great outdoors.

These, however, are not the entire ingredients of a perfect outing. The party is not complete without—people. That is why every AA outing we have ever had, regardless of weather, has been a success—because we always have been with people who are fun to be with.

And from my own experience I would like to add: They are the kind of people with whom it is a pleasure to work as well as play with. I doubt if I could pay a higher compliment to the spirit of our organization.

It is a spirit of friendship as well as of cooperation in a great enterprise. And there are few satisfactions in life that go so deep as to be able to say of another person, "we work together and we are friends."

NEW NBC DIRECTOR ELECTED

The election of Major General Harry C. Ingles (retired) as a director of NBC was announced on July 14th. He succeeds Edward W. Harden, who resigned after serving as a member of the NBC Board since October 1, 1926, when the company was first organized. General Ingles, who recently retired from the Army and became President of RCA Institutes, Inc., was also elected a director of RCA and RCA Communications, Inc. During the war General Ingles was Chief Signal Officer of the U. S. Army.

CARTOONS KEYNOTE PARADE OF STARS

Highlight of the 1947-48 Parade of Stars promotional campaign is a series of caricatures and impressionistic drawings of all NBC's night-time and Sunday afternoon programs. The drawings, from the brush of Sam Berman, have been distributed to NBC's 167 affiliated stations and to more than 1,000 newspapers throughout the country. Berman is most widely recognized through Esky, the pink-cheeked little man who formerly decorated the cover of Esquire Magazine.

WAR DEPARTMENT UNIT PROGRAM

At the request of the Army's Chief Signal Officer, RCA and each of its subsidiaries have agreed to cooperate with a phase of the War Department's over-all training program. The New York office of NBC has offered to "sponsor" a Mobile Radio Broadcasting Company which in the event of national emergency would be capable of operating a number of radio stations for the Army.

Plans were announced to employees recently and formation of the "company" has already begun. William Burke Miller of Television, who was Chief of Radio for Western Germany and operated Radio Stuttgart for the American forces, has been appointed Commanding Officer of the NBC unit.

Presently the organization calls for only officer personnel and will function on a skeleton basis. Later it is expected the unit will expand with the addition of non-commissioned officers and men. Anyone interested and capable of performing duties of engineer, public relations officer, writer, announcer, interpreter and transportation and mess officer should communicate at once with Skeets Miller.

JAMES G. HARBORD

1866 - 1947

Lieutenant General James Guthrie Harbord, United States Army (retired), former President and Chairman of the Board of RCA, died on August 20 after a brief illness at his home in Rye. He was 81 years old.

General Harbord, because of failing health, recently requested retirement as Chairman of the RCA Board of Directors. He was named Honorary Chairman and continued as a member of the Board. At the same time, David Sarnoff was elected to serve RCA as its Chairman as well as its President.

General Harbord was elected a Director of RCA in 1922, and in January of 1923 was elected President. He served in this position until 1930 when he was elected Chairman of the Board.

General Harbord entered the Army as an enlisted man in 1889, and had seen service in Cuba, the Philippines and on the Mexican Border, before the fateful May day of 1917, 28 years later, when General John J. Pershing selected him as Chief of Staff of the first American Expeditionary Force in France.

Assigned to the Marine Brigade of the 2nd Division at his own request, General Harbord commanded it in the Verdun sector and in the fighting in Belleau Woods and at Bouresches, during the historic stand of the 2nd Division near Chateau-Thierry, which stopped the German advance on Paris. In command of the 2nd Division, he led it in the celebrated Soissons Offensive which resulted in his promotion to Major General. Later, he was put in charge of the Service of Supplies and his organization of the S.O.S. helped speed the A.E.F. to victory. In August of 1919 President Wilson named him Near East Chief of the American Military Mission to Armenia.

General Harbord was born at Bloomington, Ill., and had his mind set on a military career from boyhood. He graduated from Kansas State Agricultural College and was Senior Captain of the Cadet Corps. After serving as an instructor for his alma mater he enlisted in the Fourth Infantry, and six months later was commissioned a Second Lieutenant. During his long and distinguished military career he received many decorations.

His executive connections included: Director of RCA Communications, Inc., the National Broadcasting Company, the Atchison, Topeka, and Santa Fe Railway, and the New York Life Insurance Company.

PROMOTIONS

James Brown has been promoted from Guide to Cashier in Guest Relations.

Jacqueline DeMott has been promoted from Statistical Clerk to Senior Statistical Clerk in Research. Joseph Dengler, formerly a Duplicating Operator in General Service, is now a Record Quality Tester in Engineering.

Kenneth Derby goes from Control Desk Clerk in Guest Relations to Night Secretarial Assistant in Program.

Ruth Harbig has been upped from Assistant to full Secretary to the Assistant Director of Technical Development in Engineering.

Joseph Iaricci, formerly Night Supervisor in the Mail Room, is now Assistant Supervisor.

George Knaus goes from Postoffice Clerk to Night Supervisor in the Mail Room.

Ralph Lovell has been promoted from Field to Development Group Engineer in Engineering.

John Lynch has been upped from Guide to Cashier in Guest Relations.

Robert Roys takes over in the Mail Room as a Postoffice Clerk, after being a Receptionist in General Service.

Richard Schneider, formerly a Cashier, is now Assistant Tour Operations Supervisor in Guest Relations. Alvah Stetson goes from Night Secretarial Assistant to Night Announcing Supervisor in Program. Edwin Taffe, former Page, is now a Control Desk Clerk in Guest Relations.

Robert Wogan goes from Operations Assistant to Night Production Administrative Assistant in Program.

Audrey Welsch has been promoted from Secretary to the Assistant Sales Service Manager to Secretary to the Sales Service Manager in Network Sales.

FALL ACTIVITIES

(Continued from page 1)

After it has built a sizeable repertoire, the Chorus may be chosen to be aired occasionally on WNBC.

October will probably see the beginning of a new series of productions by the Drama Club. These productions are acted, directed and produced by employees, and afford excellent experience in the essentials of radio for those whose ambition it is to "get into radio."

More definite news on NBC's fall extra-curricular schedule will be broadcast via Chimes, bulletin boards and inter-office memos. And of course, Employee Services (Room 508) is always glad to help those who are seeking information.

WHAT IS A HOOPERATING, AND HOW DOES IT WORK?

Research Department Explains How Radio Programs Are Judged

It's always exam time in radio. Throughout each year the programs submitted to the listening public by the nation's networks are put to the test. And rightly so, for although NBC has maintained a consistently higher average of listeners tuned to its frequency, the numerous polls serve to indicate whether the radio industry as well as each individual program is doing the job it should.

In order to keep abreast of radio ratings (Hooper, Nielson, Pulse, etc.), NBC's Research Department has a Ratings Division headed by Bob McFadyen and staffed by Dwayne Moore, June Norman and Anne Mazzolla. This section deals with rating studies in cooperation with the sales and promotion departments.

Along with these studies, the Ratings Division has found itself the target for numerous requests from people inside and outside NBC about the method employed in making Hooperatings. As a result, an explanation has been issued for the information of non-research people. Knowing that this explanation will be of interest to many of its readers, Chimes herewith prints the questions and answers.

What cities are covered by Hooper and what weight does each carry in a national rating?

As of May 1947 national ratings are based on results from 49 interviewers operating in 36 cities located in 5 sections of the country. This distribution is as follows: EAST—6 New York, 2 Boston, 2 Philadelphia, 1 Providence, 1 Hartford, 1 Baltimore, 1 Washington, 1 Richmond, 1 Syracuse, 1 Buffalo, 1 Pittsburgh, 1 Cleveland, 1 Detroit, 1 Cincinnati, NORTH CENTRAL—4 Chicago, 2 Minneapolis-St. Paul, 1 Indianapolis, 1 Louisville, 1 St. Louis, 1 Kansas City, 1 Omaha. SOUTH—1 Atlanta, 1 Jacksonville, 1 Birmingham, 1 Memphis, 1 New Orleans, 1 Houston, 1 San Antonio, 1 Dallas, 1 Oklahoma City, MOUNTAIN—1 Denver, 1 Salt Lake City. PACIFIC—2 Los Angeles, 2 San Francisco-Oakland, 1 Portland, 1 Seattle.

Each of these cities was selected according to three qualifications. (1) Served by local stations representing each of four national networks, (2) Populated by enough telephone subscribers to permit unrepeatable calls, (3) Scattered geographically to provide sectional balance.

How many calls are made by Hooper?

Each of the 49 interviewers averages one call per minute, which means that in a half hour a total of 1470 calls is made. Five-a-week quarter hour programs are covered

by 3675 calls. Over the course of a year more than 5,000,000 calls are made by these interviewers.

Telephone numbers are picked at random from the city directory. These numbers are restricted to residence phones only and do not go beyond the 5¢ call area in each city. Few homes are called more than once a year.

Operators are instructed to wait for a period of six rings before considering the home a "no answer." Busy signals are not called back later but are pre-rated in proportion to all other replies; this is also true of refusals to cooperate. No calls are made in the first two minutes of each 15 minute period—this is the time of maximum station changing.

When the respondent replies that his radio is on but that he doesn't know the program or station he is asked to check the dial setting and give the frequency.

No probing is done to find out if other sets may be in use elsewhere in the home. And if a home is found to have no radio—this occurs in about 1 out of every 100 calls—that home is included in the base as "not listening."

The interviewing day begins at 8 AM local time and ends at 11 PM in the East, 10 PM in the Central and Mountain zones and 10.15 on the Pacific Coast. On Sunday no calls are made prior to 12 noon, New York Time.

How is a Hooperating arrived at?

Each interviewer mails her results to New York where all are lumped together for tabulation by machine.

To get a rating for a specific program the first step is to calculate sets-in-use and share-of-audience. The sets-in-use are determined by dividing the Yes Responses (Yes divided by Yes plus No) by Total Calls Made. The share-of-audience is calculated by dividing the Yes to Program "A" by Sets-in-use less "Don't Knows."

The rating is then determined by multiplying the share of time by the sets-in-use.

It is commonly assumed that Hooper fashions a rating merely by dividing the number of homes listening to a given program by the total number of homes called. But to bring into account the "busys," "refusals" and "don't knows," it is necessary to use the more complex formulas shown above.

For a program not carried in all 36 cities the rating is based on results found in only those cities where it is broadcast.

How does Hooper compute ratings for evening programs broadcast after 10:30 PM, New York

Time?

During the first week of each month Hooper conducts regular interviewing in all 36 cities from 10:30-11 PM, New York Time, including those in Eastern Time Zones. This produces a straight rating.

In the third week of each month the interviewing in Eastern cities is omitted after 10:30 PM. The third-week rating for these late evening programs is computed by combining results in non-Eastern cities with the first-week results in Eastern cities. This is done by the following formula—

FIRST WEEK NATIONAL RATING divided by FIRST WEEK NON-EASTERN RATING equals X (THIRD WEEK COMPUTED RATING) divided by THIRD WEEK NON-EASTERN RATING.

In other words, it is assumed that the relationship of Eastern listening to non-Eastern listening, determined by regular interviewing in the first week, also holds true for the third week. So if Red Skelton has a first-week national rating of 20 against a 25 rating outside of the Eastern cities, it follows that a third week outside rating of 30 reduces to a computed third week national rating of 24.

How often are Hooper reports published?

The National Report is published twice each month, based on daytime and evening interviewing during the week 1-7 and on evening interviewing only during the week 15-21. Sunday afternoon is covered during both weeks.

Sponsor Identification is published quarterly (February, May, August and November) and is based in each instance on three weeks of interviewing.

Audience Composition is also published quarterly (March, June, September and December) and is also based on three weeks of interviewing.

Comprehensive Report appears 3 times yearly, covering December through April, May through September and October through February. It contains sectional ratings, chart book and uniform competition report.

Pacific Coast Report is published monthly and is based on interviewing during the first three weeks of each month plus the last week of the preceding month. In addition to the regular Pacific Coast cities of Los Angeles, San Francisco, Portland and Seattle, Hooper covers two other cities, San Diego and Spokane for Pacific rating purposes.

In addition to regularly covering 36 cities Hooper also does interviewing in 39 cities for City Reports. Individual reports are published for all 75 cities, ranging from 1 to 12 reports each year.

How accurate are Hooperatings?

As in any operation which samples a few to learn the ways of many, there is one type of unavoidable error which always exists. This statistical error, based on the laws of probability, affects every rating—high or low.

In Hooper's operation two factors regulate the degree of error—the size of the rating and the number of calls upon which it is based. As these two quantities increase the statistical error decreases. A Bob Hope rating of 30 based on 1500 calls has a maximum error of plus or minus 2.2 rating points—that is, the rating can range between 27.8 and 32.2 without exceeding the statistical limits. But a less popular program rated at 9.0 on only 600 calls likewise may vary 2.2 points on either side, and in this case the range from 6.8 rating to a 11.2 is proportionately very wide. Most programs have a variation of at least one full rating point on either side.

What do Hooperatings mean?

These ratings indicate the relative popularity of a given network program from week to week among the telephone homes in 36 large cities. They are designed to provide an advertiser or broadcaster with a running record of his program's appeal. They are *not* (1) a base for counting the number of U. S. listeners tuned to the program or (2) a measure of the program's ability to sell goods or services or (3) a foundation to figure cost-per-thousand listeners reached.

Actually, the Hooper area includes about 16% of the U. S. radio families. And this is a minority group. About half of the U. S. homes are not equipped with telephones, about 74% of the country's radio families live outside of the 36 Hooper cities, and un-numbered millions live in areas lacking local four-network service. The Hooper organization itself is the first to point out that its ratings are not projectable, that they reflect the listening of a closely defined type of audience.

One other point. Since each interviewer averages approximately one call per minute the Hooperating itself is essentially the average-per-minute measurement. A rating of 10 means that on the average 10% of the homes called during the broadcast were listening at any one minute. Such a rating does not differentiate between programs which build audience during the broadcast and those which lose audience. To this extent a Hooperating is not a critical barometer of program content. And it doesn't reveal the total number of different homes hearing a program. Minute-by-Minute rating curves and total audience figures are available through other studies.

It happens at NBC



Big moment—Blonde, 19-year-old Grace Lynch, secretary to Tom Knode in Press, meets and has her picture taken with idol-singer Mel Tormé.

ADVERTISING & PROMOTION—

Possibly the most thoroughly enjoyed vacation of the season past was that of the unidentified youngster whose week of freedom from city tenements was sponsored by A & P. The idea for contributing funds sufficient for a week's vacation for an underprivileged child through the Herald-Tribune's Fresh Air Fund was advanced by an A & P-er who prefers to remain anonymous, but whose selfless suggestion set what we hope to be a precedent for further "slush fund" contributions to the needy... The lure of the wide outdoors finally claimed one of A & P's veterans, Art Forrest. Art's resignation effective in July, made possible his acceptance of an executive position (Director of Advertising and Sales Promotion) at NBC-affiliated WOAI in San Antonio, Texas... For a full and reliable account on Alaska—1947, see "The Adventures of Klondike Charlie Vail"—same column, next month.

—Jake Evans

CONTROLLERS—Terry Kozlowski left on August 15 to enter the convent of the Dominican Sisters at Sparkill, N. Y. . . . Newcomer to Controllers—Victor Christopheron, replacing Frank Donnelly in the Revenue Section.

—Frances Heim

ENGINEERING—Weddings are always happy occasions and wedding presents help to make them more so. Which explains why Bob Holritz, watch engineer, beamed happily when he was presented with two beautiful blankets by the Air Conditioning Group. Bob was married on July 25... The maps of Greater Los Angeles spread on John Siebert's desk in 517 these days will help put NBC television on the air but the advice he is getting from Hollywood alumni is much more interesting. Ted Nolen is getting along nicely with the installation of television equipment in Washington in spite of the distractions of the humidity and the Wardman Park Hotel swimming pool just outside the door. "I didn't want to catch any fish anyway," says Harry Olsen, just back from vacation, "I'm satisfied to drift around the lake in a rowboat." The "Take My Advice" department is very busy these days helping (?) Don Castle prepare for the annual deer hunting expedition. The Audio-Video Group is looking forward to a get-together at the Bob Keowen's home in the near future. It's a long time since the social side has had the attention it deserves. The new air conditioning units in the Model Shop have improved conditions a great deal...

Things are really popping around Maintenance these days. The Construction crew, consisting of Ed Gundrum and Frank Connolly, the Lug Count men, Curley Jordan, Jim McCarthy and Art Hedler, the Relay and Wiring men, are working on the Amo job (Automatic Manual Operation) and doing each studio according to schedule. Einar Johnson has been made Custodian of the Roof Transmitter and has just completed improvements for the ease of operating said Transmitter. He is now instructing each Maintenance Engineer on its operation. Walking through the Maintenance Shop you will find Pat Rooney, Herb Muller and Brownie Brown working on the new RCA turntables trying to get them into service as soon as possible. Jack Ramsey and Gordon Windham have put into service the new RCA 44BX mikes that were badly needed. For the past few weeks you haven't been able to hear a pin drop in the Shop while scientist Ramsey was checking the frequency response of said mikes. Walter Dibbins is off the eligible bachelor list. Seems his trip to the Coast might have had something to do with it... Recording Engineering welcomes a new engineer to its ranks. His name is Edmond Philip Di Giannantonio. We call him Digi. He came to us from six years in the Navy and one year with Dial Industries, Inc. We are all looking forward to the return of Noel Warwick from his three month's trip to Europe with Frank Papp. They have been making recordings for future use by the National Council of Churches. News of Noel and Frank has been scarce so we suspect he has been extremely busy with his recording and his sight-seeing. We expect him back by September 1st... Vince Barker, Assistant Station Engineer in Port Washington, has resigned and "Horace Greeley'd" westward to Freeport, Ill. where he soon will be on the air with his own static ejector (WFRL—1570 KC). George Graham, ex-Development Engineer, assumed Vince's duties. George will continue his studies at Hoffstra College, and hopes this year to receive his degree in Physical Science. All hands at the Transmitter send congrats to their ex-colleague, Joe Miller, now holding forth in 3H. Joe's daughter presented him with a fine grandson on August 6... Yes, we have visitors at Bound Brook, too. A group of Columbia University professors visited our transmitters and found the set-up of great interest. Kenneth Moon succeeds Stanley Crabtree as NABET Councilman this year. John Gullans went fishing again, only this time it was different. A friend of his caught a bass and John, assisting, slipped on some moss-covered rocks and sprained his back. Trygve Danielson spent the last two weeks of his

vacation in Drummonville, Pa. Lester Whitehead spent his in Providence, R. I. Johnnie Dunn goes to Texas, his home state.

Cronley/Strang/Genzardi/
Haerer/Stickles

GUEST RELATIONS—September is here and before we know it the season of falling leaves and crisp cool evenings will be upon us. We have enjoyed our vacations and diversified, they were. Harriet Taylor enjoyed the beaches of Cape Cod for her two weeks, while Jack Mills and John Curran sought the cool refreshing air of the mountains... In the business of radio it is the fall of the year that brings the new and big things of life. Thus in anticipation, Joe Rothenberger, John Chapin and Pete Bonardi are grooming the page staff for the coming season... Sylvia Hutchinson and Joan Tito are having trouble with their bridge game of late. It seems that they both have been studying out of the same book of helpful hints. The big catch in the situation is that they usually play on opposite sides... Mary Harris has been spending a lot of time gazing into a midtown pet shop window. When asked the attraction she replied, "There's the cutest little cocker spaniel in the window. His big brown eyes just seem to talk. How I envy him—they're so pretty..." We are glad to see Ralph Barkey up and around after having his tonsils out... A big welcome to the new members of the guide and page staffs: Janice Glantz, Rita Morey, Joe Phillips, Paul Hoy, Linton Tyler, Jerry Wells and Jim Gaines.

—John Casey

INFORMATION—Empty desks, empty pockets, and several burned faces serve as reminders that the vacation season is upon us. That and the beautiful summery view from our windows. (No one has said anything about the holes Bob Tiedje punched through the walls to let in a little sunshine.)... Mrs. Cole wrote from the seashore, Pat Denham was so engrossed in whatever she was doing that she didn't write at all... Lovely Rivera Ingle dropped in to chat and make us all wonder if there isn't something to this married life after all. Sure sounds wonderful the way she tells it.

—Don Frosi

NATIONAL SPOT SALES—Signs of Week-end Times: On Practically Any Old Monday Morning During the Past Summer... Florence "Brighton Mayme" Hunter, as hoarse and high-pitched in voice as an adolescent, after cheering her beloved Giants for three games in a row, trying to sound authoritative about contracts. (Incidentally, her disloyalty to "dem Bums" is enough to make any Dodger fan's blood boil!)... Caroline Herbert, after two additional days exposure to Ok

Sol, strolling into the office with "Hi y'all"—looking and sounding for all the world like Aunt Jemina (well-preserved, of course!) . . . Jim Gillis complaining about the inadequacy of a two-day weekend for fitting in swimming, golf, tennis, riding, water polo, flying and skiing (or hadn't you heard about the Greenwich climate? Don't be dull!) . . . Dick Close, as pink as you can get from the Rockaway sun, futilely insisting that he was not blushing when he asked his secretary to come in for dictation . . . Ev Sniffin, bright as the flowers she arrives laden with, brought from her ever-blooming garden . . . Jack deRussy, looking like Simon Legree but booming with positive tenderness about the latest antics of his beloved bird dogs . . . Jim McConnell, week-end commuting from Connecticut, arriving upset about reaching the office at two minutes past nine, instead of the usual "ten to." Jim claims that the *real* reason he switched Monday morning Sales Meetings to Tuesday, during the summer months, was so that he wouldn't have to look at Hughes wearing a seersucker suit for the third day in a row. (It had only been slept in *one* night, and, besides, those suits are supposed to look that way, Boss!)

The Misery Loves Company Department: Jack deRussy, for too-many-years-to-count a bachelor, until a few months ago, exchanging mellow confidences with WNBC's Ben Kaplan, latest tester of matrimonial bliss. "How do you like married life, Ben?" "Oh, swell! Great little institution. Notice the circles have gone from under my eyes? How about you?" "Fine, fine. I heartily recommend it to all young men. Which reminds me, it's about time Hughes and Gillis settled down and made themselves respectable." "Is that an order, Boss? . . . *From the West Coast Theater of Operations:* Just as death must eventually come to all men (with apologies to Time Magazine, which seems to have patented that phrase), so marriage overtook Lathrop Mack, Spot's Rep in Hollywood, late of the New York office. Lath's many friends at NBC in New York, and particularly his bowling colleagues, will be pleased to learn that he is very happy on the Coast and that he has been instrumental in organizing a Southern California Broadcasters' Bowling League. With Lath bowling in his usual top form, along with such top-brass teammates as Sidney Strotz and Lew Frost, victory for 1947-48 should be in the bag for NBC's team—or perhaps we should say, right down Lath's alley.

—Allan Hughes

NEWS & SPECIAL EVENTS—The Newsroom has an added lustre these days. Both John MacVane and Henry

Cassidy (European director now visiting New York) have been made Chevaliers in the French Legion of Honor.

—Agnes Sullivan

PERSONNEL—By the first week in September almost everyone had taken a vacation. Doris Ann returned from two weeks on the South Jersey shore with what Betsy Haglund described as "life guard tan." Corrine Pearson says she'll be able to accommodate guests for a rustic week-end soon in the cabin she and her family are building on some wooded property near Poughkeepsie. The Pearsons are assembling the place themselves without professional help of any kind. Lorry McCue claims that the rest and relaxation she got out on the Island was due to the conversion of her boat from oars to outboard motor. Birger Hagerth and Ashton Dunn returned after Labor Day. Birg got in two weeks of golf in spite of his insistence that his vacation is always a sure sign of rain. Ash Dunn spent one week choring at home and the other with his family in New Hampshire . . . Helen Korday and the department said hello and goodbye to Ruth White and Berdyne Egli. Berdyne has gone home to Indiana and Ruth White has taken over Helen Korday's dictation. Another departure took place when Lucille Sharp relinquished her *Chimes* duties to take up new ones as Mrs. Fred Kemple.

PRESS—Mary Ruiz was voted unanimously "Miss Band-Aid of 1947" when she returned from vacation sporting six white patches on arms, legs and face. Mosquitos, Mary explained . . . Dorothy Greene has left NBC to work for Louis J. Cowan, Radio Productions . . . Helene Schuck has taken over Dotty's secretarial duties in the Magazine Department . . . A daring darning needle flew in from 50th Street and led Press People a merry chase on lunch hour recently. Finally, Don Bishop, with the help of Priscilla Campbell's umbrella, shooed the insect out the window. After the excitement was over, someone explained that darning needles neither bite, nor chew nor snap at humans. Fine time to find that out.

—Roselle Hubel

PROGRAM—John Simpson has 7 more to go to have that family baseball team. His second son arrived on Monday, August 11th . . . We're still talking about vacations. Pat Kelly was all smiles when he went on his. Ken Banghart spent his in Chatham, Mass., where he did nothing but play golf and swim and relax. Get him to tell you about his breaking 101 on the course. Mal Ritter and Ray Johnson both spent their vacations down in Red Bank

with Mal making a short jump to Pennsylvania and Ray spending a few days in Connecticut. Jack Costello joined his family out in Minnesota. Ed Herlihy will be coming back from a jaunt in the Caribbean with a stop in Trinidad for a broadcast. Jean Mitchell tells us that she is planning to spend her second week at a dude ranch. Elsie Ciotti spent her second week at Roundtop . . . Dick Dudley's Feed-back party was quite a success. Dick's apartment is really a dream. He even has a patio outside . . . Both Bob Sherry and Arthur Gary are sporting new cars. Bob's is a green Mercury and Art's a Buick convertible . . . Music has had its annual outing for the library staff and those closely affiliated, thrown by Warren and Gladys Scofield at their summer home in Westport, Conn. It couldn't have been more perfect, what with Gladys' superb buffet lunch, sun and the Sound all afternoon, clams and sweet corn at a campfire on the point, followed by sunset and a full moon on the water . . . Our charming lyric soprano, Dorothy Metcalf, has got herself a summer job, singing solo for five weeks in the North Avenue Presbyterian Church in New Rochelle . . . Bill Young, whose song "Possum Trot" has been doing so well of late, has turned to Calypso rhythm and produced "I've Got Very Fine Fam'ly". Bill has also, we might add, very fine knack with a tune . . . An epidemic of appendectomies among near relatives of staff members was culminated by a quick emergency operation on Miriam Martin, in the middle of one night. She is doing nicely now, thank you . . . In Production, Messrs. Kuney, Weihe, Sutter and Richards are expecting a little production of their own entitled "baby" . . . Everyone was certainly grateful to Mr. and Mrs. Jim Haupt for the wonderful party which was held at their home in Larchmont . . . We regret seeing Ruth Burns leave but are happy at the thought that Ruth is entering the interesting field of public relations. Garnet Garrison resigned to join the faculty of the University of Michigan and will be in charge of Radio in the Department of Speech . . . Director of the NBC Symphony and The Schaeffer Parade each week, Don Gillis is becoming a well-known American composer. Don started writing music back in 1936 and to date has written six symphonies, the latest, "Symphony Five and a Half" subtitled "Symphony for Fun" was performed by the NBC Symphony conducted by Arturo Toscanini. He has also composed six suites, five symphonic poems and a great deal of chamber music . . . Most of the people in 408 are either on vacation, planning one, or

(Continued on Page 6, Col. 3)



FOR SALE—One bottle of Chanel No. 5. Imported from France. Original cost not including duty was \$14.60. Will sell for \$10. Seal on box has been broken but bottle itself is still sealed with manufacturer's metal tie. Will Zurflieh, Ext. 8155.

FOR SALE—Two cameras and one view finder. Condition like new. Leica camera, 35 mm, f 3.5. Universal view finder for above, also a 9 cm f.4 13 ns. Russian Leica camera 35 mm, f 3.5. Edith Blankmeyer, Ext. 8087.

FOR SALE—Saxophone, E Flat Alto Gretch-Gold Bell. Good condition. \$70.00. G. B. Petry, Ext. 450, Room 558.

FOR SALE—House in Merrick, L. I. Perfect condition. Owner transferred. Ann Culbert, Ext. 624.

FOR EXCHANGE—5 room garden apartment in Jackson Heights for house to rent in commuting distance to Radio City. Donald Abbott, Ext. 450.



To Joseph Zitz of Recording Engineering, his first child and daughter, on June 2. Name: Leslie Margaret. Weight: 6½ lbs.

To Vincent Genzardi of Maintenance Engineering, his second daughter, on June 27. Name: Leslie Josephine. Weight: 8 lbs.

To Arthur Cooper of Sound Effects, his first child and daughter, on August 5. Name: Marcia Cissie. Weight: 6 lbs. 8 oz.

To John Simpson of Announcing, his second son, on August 11. Name: William Roy. Weight: 6 lbs. 2 oz.



Just to prove that there really is a town in Tennessee called Possum Trot, Bill Young of Music had his picture taken there. The town inspired Bill's currently popular song, "Possum Trot."

Athletic Association

A. A. OUTING CAPTAINS MEET



Primed for the Outing, many of the AA captains met in the Training Room recently to hear about the AA's biggest event of the year—the Outing at the Crescent Club in Huntington next Tuesday. Let them tell you about the exciting plans for the day. (Rear) Elenor Freitag of Research, Florence Meyfohr of Radio Recording, Beatrice Polletti of Public Service, Marcia Aldrich of Promotion, Agnes Sullivan of News, Frances Carlson of WNBC, Doris Johnston of Treasurers, Frank Carroll of Controllers. (Front) Inge Witschas of Stenographic, Jean Pitilon of 24th Street, Doris Minor of Recording Engineering, Betty Michaelis of Purchasing, Audrey Hanse of Production, Jean Mitchell of Announcing, Kay Henderson of Continuity Acceptance. (Standing) Don Bogert of Personnel, Frank Heffer of Music, Al Walker (Outing co-chairman) and John Casey of Guest Relations.

SOFTBALL TEAM GATHERS



In the office of the AA President, Nick Kersta, the NBC Softball Team gathers to receive small gold charms in the form of a baseball as a reward for a hard fight in the Mid-town Variety League. The charms were engraved with the initials of each player. Nick is shown (left) shaking hands with the team's captain, Bill Kelly, formerly of the Mail Room. Onlookers are Bob Smith of Sports, Bud Soden of Promotion, Ed Steiner of GR, Walter Law of International, Joe Iaricci of the Mail Room, Gene Alexy of Treasurers and Hugh Teaney of GR. Only partially in view are Cal Wheeler of the Mail Room and George Dobbs of GR.

IT HAPPENS AT NBC

(Continued from Page 5)

just returned and trying to fill that hole in the pocketbook. Isabel Finnie left on a motor trip laden down with maps of Maine and Vermont and some indefinite plans for the Thousand Islands. Fred Shawn spent a good part of his holiday battling the beetles which have invaded his garden in Stamford. Everytime Fred got the upper hand, he made a dash for the beach. Judging from his tan, Fred was out in front most of the time! Pat Gormley, Fred's secretary, is spending two weeks at one of the Long Island Hamptons (No one can remember whether Pat said, North, South, East or West). Bill Stern left the maddening crowd to explore New England waters in his express cruiser. Bob Smith did his relaxing at Saratoga Springs. Me, I had a dandy time at Watch Hill, R. I.

—Mitchell/Crosby/Wogan/O'Connell

RADIO RECORDING — Merrill Lynn Grodnick, Elaine Simpson and Florence Meyforht highly recommend Virginia Beach as a place to have a wonderful time—provided, of course, that REST isn't a prerequisite. We suggest you drop by for a brief sales talk when you have about THREE spare hours... If you ask Herminio Traviesas where he would like to promote the sales of Recorded Shows, he would probably choose the island of Cuba where he and his wife recently visited. After hearing Travie rave, you begin to wonder just what he is promoting... Bert Wood has been playing host to Helen Bernard and Bob Friedheim while cruising the Atlantic... Mrs. Arthur Freedman, the former Corrine Steinhardt, returned after taking the vows on May 20th. We extend best wishes to her and to Mrs. Victor Heinrich, the former Jackie Lagarosse, who has also returned after her recent marriage...

—Marilyn Costello

RESEARCH — Pin-up gal June Norman decided to take a trip to California (with her cousin) and purchased a ticket for a private compartment, making reservations at this end. Her aunt meanwhile also did the same thing for her out at the other end. Of course a mix-up ensued and when the day of departure arrived June went down to pick up her reservation. To her embarrassment she found that Andy Russell had also reserved the same compartment... Look for the opening in the fall of a mammoth Broadway musical show written and produced by the members of the Graphic Section. The play, called "The Girl on the Hand-Painted Tie," written by Roy Anderson, staged by Joe Bolger and directed by Phil Hirsch, will star Irene Thorner and Paul Wandel, with the

comic relief offered by Eddie Foy Broadhurst. It should be some production, on the visual presentation side to say the least... Irene Thorner, incidentally, still has no sold her ice skates. She is now considering a lottery. This failing she will hold an auction, give them away or write a new serial drama called "Who Will Buy Poor Irene's Skates?" As a last resort she has vowed to keep the darn things and learn to skate after all.

—Will Zurflie

STATION RELATIONS — Easton Woolley and Sheldon Hickox have returned from their vacations looking wonderfully well. One boss "basked and beached" at Nantucket and the other just stayed home... Still in the vacation vein, it won't be long till Barbara Bulger and Florence Roman are off on theirs. They plan to visit a dude ranch... Everybody is looking forward to the AA Outing. We expect 100% attendance.

—Marion Luca

TELEVISION — A reluctant fare well was said to Bud Cole. Bud is leaving television for the Golden West. Bud is off to Los Angeles to take up the chores of a television field director. And we've said "hello" to Mary McCarthy and Patricia Kurtin, both spanking new secretaries in Television... Ira Skutch, Bill Garden, Fred Coe and Pat Roch were comparing vacation travel difficulties when Owen Davis chimed in with "that's nothing—they stole my Pullman car right from under my nose." The story is that Owen went into the club car to chat with friends while the train was stopped at Portland. After about an hour he decided to turn in and strolled back to his car only to discover that it had been unhooked and put on another train. So—Owen came into Grand Central on the Bar Harbor express and his baggage et al came into the station shortly after him on some mysterious other train.

—Anne Bachne

WNBC—Quiz for the Quizzical. Ask Doris Paterson how it feels to be secretary to the Director of Owned and Operated Stations... Ask Bob Davis what the only use he has found for his chronometer (the kind the production men use) watch (The answer to this is almost unbelievable)... Ask Fred Heywood or Tony Provost how they enjoyed that weekend in Bermuda, where they helped to put on the Kuhn Saturday show. (Some people have such "glammer" jobs!)... As Murry Harris how his case of saltitis (an occupational disease common to many WNBCites) is coming along... Finally, ask any member of WNBC how he or she likes our newest recruit, Production man Scott Buckley, and the answer will be a hearty vote in the affirmative.

—Wini Schaefer



NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

OCTOBER • 1947

VOL. 5 NUMBER 8



Nick Kersta Rewarded for Job Well Done

OUTING FLANNEL AA Holds Annual Festivities

The success of the AA Outing on September 9 can be best appreciated by the excellent photos which appear on pages 4 and 5, taken by that ace-of-all-ace cameraman, Sid Desfor.

Held at the Crescent Club, Huntington, L. I., the Outing attracted well over 400 NBC employees and friends. Five chartered buses were on hand to carry the merrymakers to and from their destination, as well as many private cars.

Although the temperature dropped considerably during the morning hours, the sun came through in time to warm up the sports program. And what a sports program! There were golf amateurs and golf experts teeing off all over the place; swimmers in the pool and in the surf; bathing beauties sunning themselves; there were tennis

matches and soft ball games; pleasant chit-chat and complete relaxation. As observed by an NBC newcomer, "Just never saw such good fellowship anywhere!"

At noon a buffet luncheon, complete with lush white meat of turkey, coldcuts, potato salad, etc. was
(Continued on Page 6, Col. 4)



The Wayward Bus

EXECUTIVE CHANGES ANNOUNCED

Several changes in the Executive Staff were put into effect during the past few weeks it has been announced by Frank E. Mullen, executive vice president. The new appointments were made in order to

speed developments of the networks coast-to-coast television facilities and its sight-and-sound programming, Mr. Mullen said. Mr. John Royal, Vice President, was ap-
(Continued on Page 7, Col. 2)

NBC CONVENTION SETS PRECEDENTS FOR INDUSTRY

144 NBC Stations Represented; Crime Drama, Advertising Standards and Video Future Covered

The first annual convention of NBC and its affiliated stations, held in Atlantic City on September 12 and 13, was a tremendous success.

The 292 owners and executives of 144 NBC stations who came to the meeting were unanimous in recommending that the convention should become a regular annual affair.

Station men came from all over the United States and from as far west as the Philippines. Bert Silen who spent nearly four years in a Japanese prison camp was there, representing KZRH, Manila. So were Lorrin Thurston, owner, and Marion Mulrony, manager of KGU, Honolulu.

Including NBC personnel from New York and the wives of many of those present, NBC was host to a total of 450 guests at luncheon and dinner on each of the two days.



Niles Trammell

The opening session on the morning of September 12 was called to order by Easton Woolley, Director of Stations Departments. President Niles Trammell presided and greeted the affiliates with a cordial address of welcome. He was followed by three speakers prominent in the advertising field: Charles G. Mortimer, Jr., Vice-president in charge of marketing of General Foods Corporation and Chairman of the Advertising Council, described the accomplishments of the Council during and since the war; Sigurd S. Larmon, President of Young & Rubicam, urged support for a code of program and advertising stand-

ards for the broadcasting industry; Neil H. McElroy, Vice-president and General Manager of Proctor & Gamble Company, calling attention to advances in radio time and talent costs, expressed the viewpoint that the cost to the advertiser per listener has greatly increased.

The speaker at the luncheon meeting was Kent Cooper, Executive Director of the Associated Press, who viewed Government control of international broadcasting as a trend endangering the independence of American radio, and urged that press and radio should unite to maintain their traditional freedoms.

The afternoon session on Friday was given over to a closed session by the NBC affiliated stations. In the course of their meeting they endorsed the work of the Stations Planning and Advisory Committee and, with a few suggested modifications, recommended its continuance.

At the Saturday morning session, the convention voted unanimously in favor of the company's new policy to broadcast no series of detective, crime or mystery type programs before 9:30 p.m. New York time. They also were unanimous in recommending that the National Association of Broadcasters should adopt an improved and comprehensive code of standards and practices for the industry.

The speaker at the luncheon on Saturday was Brigadier Gen. David Sarnoff, President of RCA and Chairman of the Boards of RCA and NBC. His subject was one of vital interest to station owners—the present rapid development of television and its future importance to the broadcasting industry. General Sarnoff stated that by the end of 1948 there will be approximately
(Continued on Page 3, Col. 1)



Gen. Sarnoff



CORINNE PEARSON, *Editor*

VIRGINIA D. SMILY, *Managing Editor*

A FEW WORDS ABOUT WHODUNITS AND THE NAB CODE

by KEN R. DYKE

Administrative Vice-president

When NBC announced its new policy on crime and mystery shows, we heard a few wisecracks from some of our competitors. An easy gesture for NBC, they said—we would have to make only one or two changes in our network schedule to put the plan in effect. Whereas another network, to adopt such a rule, would have to kill a whole string of thriller-dillers in the late afternoon and early evening.

Our critics on the opposition benches appear to assume that it is just an accident that the new rule is a logical sequence to current NBC practice. They find it convenient to overlook the fact that NBC's program schedules and standards didn't just happen—that they are the outgrowth of many years of purposeful planning.

Good whodunits make good radio programs and deserve a suitable proportion of time on any network schedule. But we have long regarded them as essentially adult program fare, and have scheduled them on that basis. The new rule hardly represents a new policy after all—rather, it confirms the establishment of a policy already developed over a long period.

Similarly, the new NAB code, which has been hailed by the press as a radical step forward on the part of the broadcasting industry, for the most part closely follows the policies and practices which NBC has had in effect for more than ten years past.

We hope and believe that the broadcasting industry as a whole will be governed by the NAB code. And frankly, we think our program competition is going to get tougher, for high standards mean programs more acceptable to the public. We welcome the competition. What is good for the public is good for the industry, and what is good for the industry is good for NBC.

HATS OFF TO OUR RADIO-PROFS

Long recognized as leaders in the various phases of Radio, a substantial number of NBC employees are constantly being called upon to teach courses in New York colleges and universities. The current Fall term is no exception. We take a random look at three school bulletins and announce proudly that at Columbia University: Doris Corwith and Dwight Herrick of Public Service are conducting courses in *Radio Broadcasting and Dramatic Radio Writing*; Wade Arnold, of Script, *Advanced Dramatic Radio Writing*; Adolph Schneider, of News and Special Events, *Script Writing for Radio and Television News Services*; Patrick Kelly, of Announcers, *News Announcing*; James Nelson, Advertising & Promotion, *Radio*

Promotion; Sidney Eiges, of Press, *Radio Publicity*; Garnet Garrison, Production, *Acting in Radio*; Edward King, Production, *Acting in Radio*; Ferdinand Wankel, Engineering, *Uses of Broadcast and Television Equipment*; Frederick Knopfke, of Sound Effects, *Sound Effects*; Walter McGraw, Production, *Production and Radio Drama*; Jack Hill, Production, *Advance Promotion of Radio Drama*; Frank Papp, Production, *Advance Production of Radio Drama*; Jane Wagner, Public Service, *Radio as Related to Home Economics*; Gilbert Chase, Public Service, *Music in Radio*.

At Fordham: Tom O'Brien, Announcers, *Radio Announcing*.

At NYU: Ernest de la Ossa, Personnel, *Personnel Interviewing*.

ARMY P. R. MEN VISIT NBC

Fifty U. S. Air Forces officers who are now taking extra work in public relations at the Army's Special Staff School, Craig Field, Alabama, were entertained by NBC on October 6.

The visitors were taken on a special tour arranged by Paul Rittenhouse of Guest Relations. Later they heard brief talks by Sydney Eiges on "Advanced Promotion of Radio Programs"; by Francis McCall on "The News Editor and the Public Information Officer"; and by Dwight B. Herrick on "The Kind of Programs a Station Manager Wants."

The day's program represents a number of appeals from Army branches for NBC instruction in policies and practices applicable to their particular fields. Col. G. D. Groathouse spent several months with us studying our personnel program; recently a large group of Army public relations men called upon our Hollywood studios for P.R. counselling, where Sid Strotz went all out in his effort to give them what they wanted. A letter from Major James K. Bryan, Air Corps Project Officer, thanking NBC for its splendid cooperation has recently been received.

WNBC RECEIVES 'MANY HAPPY RETURNS'

WNBC is currently lighting birthday candles in celebration of its 25th year of broadcasting. Although many congratulatory messages are still coming in, top-notch among them, to date, is the following "orchid" from Governor Thomas E. Dewey, addressed to Mr. Trammell:

"You and the staff of WNBC merit high commendation for the quarter century of public service rendered through the station's excellent facilities, and for the high purposes evidenced by the quality of the public service programs contained in its program schedules.

"It is vital that radio, as a leading responsible information source, keep the public abreast of the important issues of the day. The work of WNBC in carefully documenting the strengths and weaknesses of public issues, and presenting them to the public in an unbiased manner, ranks high in the best traditions and examples of the operation of the right of free speech and free press which has served our country through the years."

FLASH

NBC, ten of its affiliates and its two television stations capture six first places in *Billboard's* Tenth Annual Promotion Competition.



Personnel Showers Lucille

NBC LOSES LUCILLE SHARP IN MATRIMONY

Lucille Sharp, amiable *Chimes* editor for the past four years, has given up her NBC post to become Mrs. Fred T. Kemple of Dolington, Pa. The marriage took place at her home in Larchmont on October 4.

Always a newshound where other NBCites were concerned, Lucille managed to maintain a certain modesty about her own affairs. But it is a long road that has no turning back. The new *Chimes* editor turned reporter immediately and came up with the following *Sharp* history.

After an exciting childhood spent in Los Angeles, El Paso, and Mexico (where she even narrowly escaped the mischief of Band Panchos Villas' cohorts), Lucille's family moved to New York. Graduated from Wheaton College she worked for a direct mail house until 1942 when she joined NBC *Chimes* editor.

Her husband? We asked about him, too. It seems that Fred and Lucille were bitten by that well-known *insect d'amour* as recently as last New Year's eve, although they had known each other for several years. Fred now has a yen to "go back to the land" after seven years in Wall Street. In Dolington he will operate his own Ford tractor and farm implement business.

NBC's best wishes go with you, Lucille and Fred! *Chimes* shall always "ring out in a carol gay" for the joys your work has brought!

DON'T BE A HOARDER!

Let us know about people you know for NBC job recruitment. Personnel tells us there are many openings, particularly for beginning stenographers and typists. Introduce your capable friends to NBC. Maybe they'll like to meet us, too. If so, have them come to Room 505—or better still, you call any one of the placement interviewers for an appointment. *Your recommendation is as good as gold.*



Bill Hedges Wants to Lead a Band

NBC CONVENTION

(Continued from Page 1)

0 television stations on the air in the United States, and a total of 50,000 receiving sets in use.

General Sarnoff expressed the belief that transoceanic international television may become a reality in another five years. To those who are skeptical of the future of television, he suggested several historical analogies for consideration: the refusal of cable companies, early in this century, to regard "wireless" as a serious competitor; the inability of the phonograph and record companies to foresee the popularity of broadcasting; the unwillingness of some of the supporters of silent movies in the twenties to acknowledge the possibilities of motion pictures with sound.

In conclusion, General Sarnoff said, "I am not here to urge you to enter the field of television beyond the point where you, yourselves, think it is good business for you to



Tom Knode and Times Radio Editor, Jack Gould, ride to convention in style.

do so; nor to propose that you plunge all at one time. Rather, I would suggest that you reflect carefully and thoughtfully upon the possible ultimate effects of television upon your established business if you do nothing, and of the great opportunities for your present and future business if you do the right thing!"

(Continued on Page 7, Col. 1)

NBC FIREFIGHTERS EXTINGUISH BLAZE

Quick thinking and selfless action on the part of NBC employees, Christopher, Brown, Jordan, McConaghy, and Gannon; Fyffe, Schwedhelm, Chesnutt, Hubert and Reilly, greatly reduced the impact of the fire in Air Conditioning on September 23rd. As a result of the fire, NBC is making extensive changes in the duct system which services the Mezzanine.

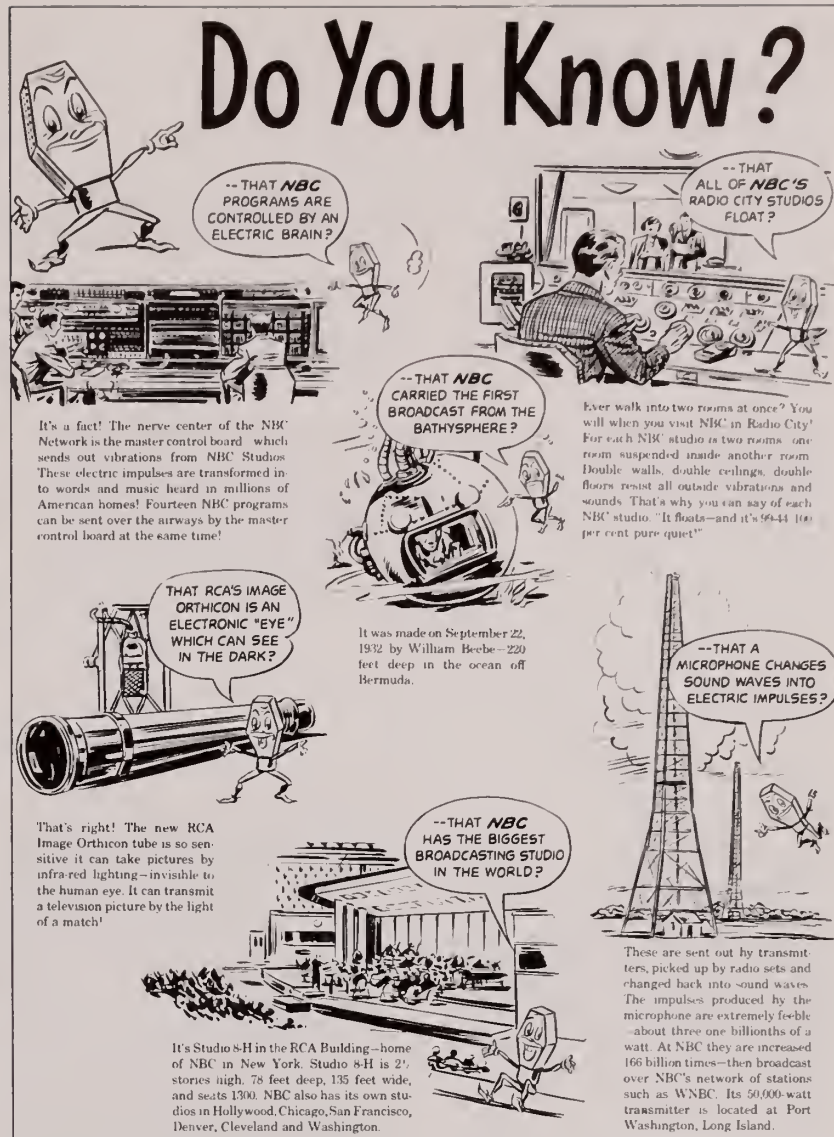
It is reported that the fire was due to an accumulation of paper and dust in return ducts which run from the Mezzanine to the tenth floor Air Conditioning Room.

Christopher, Brown, Jordan, McConaghy and Gannon of the Master Control Room were dispatched to the fire at 7:30 p.m. At 10 p.m. the NBC PBX operator reported fire,

and holes were cut in the ducts. The fire was located in the main return duct in the ceiling. Our personnel were in the hanging ceiling from 7:30 p.m. until 6:30 a.m., probing into the ducts until it was definitely confirmed that the fire was out.

DISPLAY SHOWN AT CONVENTION BY STATION RELATIONS

Before a huge map showing the 167 stations comprising NBC network, visiting station managers and their wives were registered at convention by Station Relations Department Manager, Sheldon B. Hickox and Staff. Syd Eiges of Press helps Carl B. Watson arrange promotional material.



A page from "On the Air", a 16-page cartoon book produced under the supervision of William E. Webb, Manager of NBC Public Service Promotion and drawn by Sam Glankoff, widely known comic cartoonist. The promotional piece is this week appearing in its entirety in "Scholastic," foremost school publication of the country. One million copies have already been distributed. Through the use of the book it is thought that adults as well as children can be graphically told the story of radio.



GRAPHICALLY SPEAKING

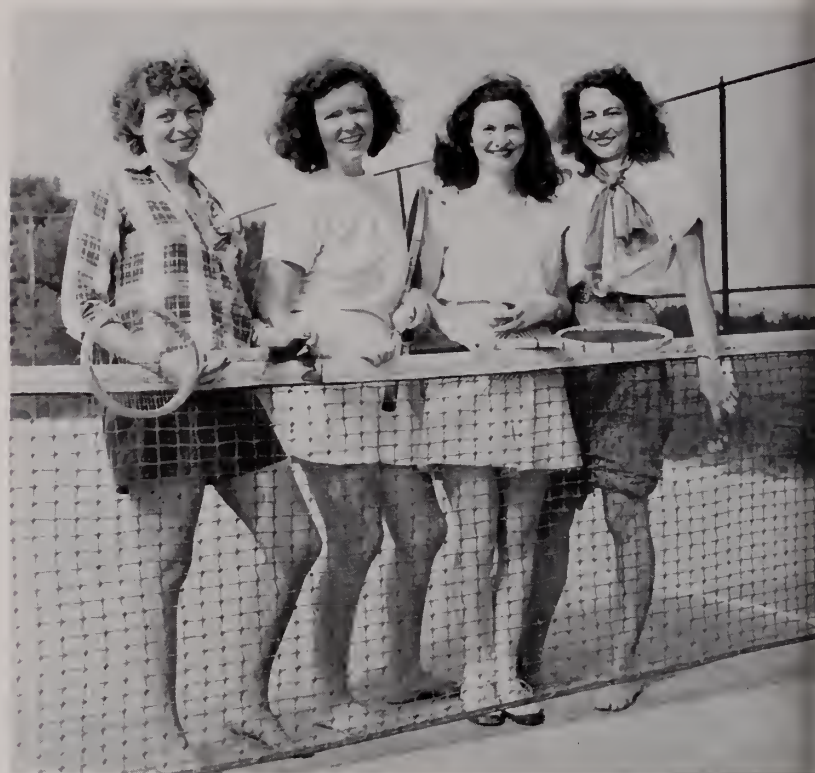
(1) Looking for all the world like a Pepsodent ad, these Television gals posed for Sid Desfor on the court. Left to right: Annette Bachner, Miriam Goss, Marie Finnegan, and Adrienne Luraschi combine to prove that photographers also have a racket.

(2) "Well, I swan," said Helen Rachel of Television as she prepared to dive into the delightful Crescent Club Pool. Helen proved her versatility at the Outing by winning the swimming contest and being runner-up in the jitterbug battle. Did you see her on the front page with Nick Kersta receiving her reward?

(3) Masters of the terpsichorean art, Kay Collins of Traffic and Hamish McIntosh won top honors in jitterbug contest. Music went round and round before winners were selected.

(4) "Putt 'er there," instructs Art Selby as he turns golf teacher. Helene Schuck of Press is the lovely student. Jack Zwillinger and wife and Mrs. Selby comprise the interested audience.

(5) If the old adage is true that the best way to a man's heart is via his stomach, the committee that planned the buffet luncheon for the outing must be much-loved by now. It was simply delish!



IT HAPPENS AT NBC

CONTROLLERS—Virginia McGowan surprised us a couple of weeks ago with the announcement that she was getting married August 30th and leaving the company to live down in Maryland. We (the girls in Controllers) in turn gave her a surprise shower that very same week. The wedding was at the Community Church, Jackson Hts., followed by a reception at the bride's home in Elmhurst, L. I. Those from Controllers who attended were Rose D'Amico, Shirley Backhus, Helen Walker, Joan DeMott, Evelyn Robinson, Ruth Duffy and Jack McKenna.

—Joan DeMott

ENGINEERING—Cliff Kerstetter is back from Pennsylvania where he spent a three-week vacation . . . W. R. McMillan is on vacation in Ohio. Mac has just finished painting his home and canning 300 quarts of fruits and vegetables. Say, fella, what are you starting, a canning factory? Lester Whitehead has returned from vacation in Chicago . . . Al Lindstrom is back from Vermont

and Connecticut with a gallon of maple syrup from the former, and a nice tan from the nutmeg state.

—Mel Stickles

GENERAL SERVICE—Good news has been received that John Merri- gan has been released from Medical Arts Hospital and is resting comfortably at home . . . Carl Sundstrom is also on the mend, which makes us very happy . . . All General Service is buzzing about the new edition to the Jeanne Harrison (alias Mrs. Joseph Tobin) household. Don't tell me you didn't know! why, it's just too cute for words—tiny as they come, and Joe is simply crazy about it. It's keeping Jeanne plenty busy these days—what with feedings, bathings, etc. Every morning Lou Anderson checks up to see that Jeanne is taking proper care of the little mite. By now, you must have guessed whom we mean. None other than little Mitzi, that cute little trick with white and grey fur, dainty white paws, light blue eyes and the cutest me-OW. In Stenographic: That lawn party we had up

in White Plains at the home of Harriet Herschkorn was surely fun! The pass words were "Cook, eat, and be merry." . . . Lilly Suarez, back from vacation in Florida, is still talking about the swell time she had . . . Helen Moore spent her holiday in Cape Cod, Mass. . . . Nancy Gentile and Mildred Long just loafed away their playtime at home . . . Our welcome to new Steno employees, Rita Poncina, Lee Blake and June Kohart.

—Mary Heller

GUEST RELATIONS—Shades of Autumn brown! Fall is here and so are Fred Allen, Al Jolsen, and many other big NBC programs. This fact is thoroughly realized by Joe Roth- enberger and John Chapin as they corral their resources to cope with an ever-increasing crowd of radio- minded people. . . . Also, as the leaves change from their forest green to the darker winter shade, so do the equestriennes of the ticket department, Alice Kennell and Muriel Morgan, change to habit of the saddle . . . We hate to say goodbye in GR, but at times we must. We say goodbye and bon voyage to Betty

Merrill as she boards the ship of matrimony. Betty started in GR almost three years ago as a guide after serving as a cashier, assistant supervisor, member of the GR office staff and guide supervisor . . . Winter or summer, Florida is still a wonderful place to spend a vacation says Judy Dougherty. What could be sweeter than to bask in the sun 'neath a large white dune, swim in the rolling surf of Atlantic Beach or sail up the broad St. Johns River? A welcome hail to the new members of the department: Lee Barry, Frank Wilcox, Julia Cook David Murray, Allen Conn, Richard Van Scoyk, Anthony Lefevre, Charles Spandler . . . Our deepest, heart felt sympathy goes to Ken Cros- thwait and Ed Steiner. Cheer up boys, some day the fish will bite.

—John Case

LEGAL—Judge Ashby, Florence Marger and Alice Wilson left the Legal Department after many years of devoted service. Our gift to Judge Ashby, a combination overnight bag and briefcase in gorgeous leather and the gay corsages for the girls could not quite hide the touch of



FOR YOUR APPROVAL

(6) Joe Cervoni of the Mail Room takes a good cut at the ball in afternoon's soft ball game.

(7) From out of the blue waters come Mel Greene of Network Sales, Mercedes Poyntz, Ruth Barrett and Janet Keller. They chose surf bathing.

(8) Keeping close score of their golf game are Tom McFadden of WNBC, William Hedges and guest, H. M. Feltis, Jim Gaines and Jack deRussy.

(9) Jim McLean, Magazine Editor, Press, returns a base-line shot during fast tennis game.

(10) This picture was taken just before that rare, rare roast beef was served. Joseph Merkle and wife and Mr. and Mrs. Jack Zwillinger can smell it a mile away and so don't join in the pre-dinner dancing. It didn't take long to clear the floor when the food started coming.

sadness which marks every parting. Our best wishes go with them; we shall miss them all . . . On a brighter note, Henry Ladner took over the reins of office as Acting General Counsel. Bob Myers, formerly with NBC, returned from RCA International as Assistant General Counsel . . . A shower was given at Alexandra's for Grace Schneider on her departure from our midst to await the arrival of "a little Schneider." Miss Crooker's new assistant in the Filing Department is Marie Hanley.

—Elizabeth J. Moloney

NETWORK SALES—From the depths of our fourth floor sanctum, the quickening pace of the typewriters shows our reconversion to cool weather. The coming of September found vacation talk going out on the ebb of the heat-waves, but we had a few late vacationers. Among them were H. C. Kopf, who flew down to Bermuda for a ten-day rest; Doris Whyte, who took a month's spree in sunny California, and Jean Johnson, who spent her time fixing up a new apartment for her forthcoming marriage . . . It must be our salesmanship! We have another member among us of that illustrious group, "O.O.N.A." In case you haven't heard, "O.O.N.A." stands for "Owners of New Apartments." Gloria Smith has taken up residence in Staten Island. She's so starry-eyed about it that she took the wrong train one morning and got lost in the wilds of Long Island . . . John Amburgh has only one brief comment to make about Lake

George—"Beautiful, hot, and no fish." . . . Here and now we'd like to thank Janet Keller for some juicy afternoons she gave us when she brought in peaches from her "ranch" in Flatbush . . . Just before she left for a September vacation, Beverly Arnold announced her engagement to Arthur Catalano. We'd like her to know that our best wishes go to both of them for a very happy marriage . . . Marie O'Connell, formerly of Stenographic, has taken Audrey Welsch's place as Frank Reed's secretary. Audrey is now Mel Greene's secretary, the position vacated by Dorothy McLaughlin when she left NBC in September. A hearty welcome to Marie; best of luck to Dot; congratulations to Audrey . . . Jim Martin has resigned from the Sales Department after being with the company for fifteen years . . . Ed Hitz reports that after twenty years of golf, his score has been reduced from 100 to 90—or half a stroke a year. Mathematically speaking, by the time he is 85, he should have his score down to 70. At any rate, he promises to let us know on his 85th birthday.

—Florence Zoettlein

PROGRAM—Miriam Martin is back from her FM sheets as Ernest La Prade's secretary . . . Mike O'Donnell jaunted down to Atlantic City on a three-day weekend, to keep track of the music for the NAB Convention. Sounds like a vacationary sojourn, but Mike promptly went on a vacation of his own upon his return. The two explorers of the



Sound Division, Kit Carson Walter and Daniel Boone Scott, have returned from a fishing trip in the wilds of Canada . . . Hey, what goes on in this division? Jacquinot, Cooper, and O'Meara have become proud papas within the last month. Guess these sound men are getting tired of the baby-cry records and going in for the original thing . . . Happened to be driving down the street the other day, and along came our No. 1 Man, Fred Knopfke, in his Stanley Steamer. He must be pretty proud of the new siren he blows at every crossing. Good luck, Fire Chief! . . . Manny Segal has worked so many Soap Operas in the last year that he refuses to pay his rent unless the landlord sings a commercial . . . And now a l'il pome:

SOUND REASONING

*Radio is here to stay,
We must all admit,
With musicals, a comedy,
Perhaps a drama hit.
'Tis good to sing commercials,
The sponsors now have found—
But, ah, to keep this going,
They still must have the SOUND.*

PROGRAM—Life in 408 is punctuated by vacations... Mary Cooper was singing "By the Sea" at Asbury Park . . . Vivian Walsh was the original barefoot girl camping out at Schroon Lake, N. Y. Sez Viv, "You don't know what rain is like until you've slept in a tent!" . . . Pat Gromley visited Westhampton, we discovered and found time to fly up to Boston to attend a cousin's wedding . . . The welcome mat is out for a newcomer to 408 by name of Dorothy Mohler. She hails from Dedham, Mass., and arrived complete with accents down-easterly . . . Flora D'Avanzo had an intriguing experience over a recent weekend. With a house full of friends and the sideboard looking like a two-page spread in McCall's (including lobster) Flora discovered that potato salad requires *cooked* potatoes . . . Walter Ehrgott took a breather from that mountain of telegrams, program logs, and booking orders, by pushing off for Canada and the Thousand Islands right after the AA Outing . . . Phyllis Kindgen spent her vacation on a motor trip upstate . . . Peggy Harrington admits to a wild enthusiasm for any—
(Continued on Page 6, Col. 1)

IT HAPPENS AT NBC

(Continued from Page 5)

thing concerning horses. Not only is she an equestrienne, but she also collects bookends, pictures and bric-a-brac in a horse motif. . . The pay-off came when she recently fell off a hobbyhorse at Orchard Beach.

—Ray O'Connell, Phebe Crosby and Frank Loughran

RADIO RECORDING—One hectic day found Emily Giersberg, secretary in Commercial Sales, trying to be helpful to an outside party by locating Elsie Beebe, who, according to the inquirer, was scheduled in studio. After searching for one hour, Emily discovered by checking her last available source that the heroine, Elsie was not a SHE but represented the first initials of the famous day-time serial, *Life Can Be Beautiful* (LCBB). Rhyme just doesn't pay! . . . On this same day, George Stevens, Office Manager, had difficulty when he tried to put through a call to R.C.A. Victor. It seems that instead of getting an immediate connection, he got the \$64 question from the operator, who asked, "How do you spell it?" Needless to say, there was a ten-minute pause while he headed for a dictionary. . . We say hello to Cornelia Bartz, who recently joined our Order Department and also welcome Viola Holten, our new receptionist. . . In the next breath we bid farewell to our very capable summer workers, Diane Stevenson, now at Avarrett College in Virginia and Donald Kivell who plans to return to Northwestern. After doing such a fine job in the inter-filing of our Thesaurus cards, there is no doubt they will rate A-1 in classes, especially in identifying both popular and classical music selections. . . Congratulations to Jane Linnell on her recent marriage; to Arthur Hamilton and wife on the birth of Ann; and to Peg Pollard for at last mastering a horse.

—Marilyn T. Costello

RESEARCH—In the absence of your regular reporter, I have agreed to take over the "colyum" for this month. . . While waiting to see Hugh M. Beville, I had a good chance to see how that end of the room operates. I figured I would have quite a long time to wait as Bill Reynolds was slouched in a chair in front of the boss' desk expounding his theory of Dr. Lazarsfeld's latest theory. Every once in a while, Barry Rumble would come zipping out of his office, coattail flying, heading for Ken Greene's office. As he passed Dot Poser's desk, all the papers flew off, giving her a chance to pick them up. Then Bill came out of HMB's office and just as I edged up to get in, Phil Hirsch got there first. Oh well, the

day was still early so I browsed into New Research. Ed England and Mildred Schmidt were busy counting the latest number of television sets. They found one man who was building his own set which would increase the 1947 figure by one. Natalie Faletto was busy typing memos to HMB from Reynolds to take up the time when Reynolds wasn't taking up the time of HMB. I peeked in. Phil was still there. In the next room Emmie Hill was drinking demi-tasse coffees whilst Ruth Gross was counting the latest number of bars of soap, which makes it easy for Portia to face life. And I'm not sure, but I think I saw a little black dog wandering about, too. Could be my eyes, however. Phil came out and Reynolds quickly flashed in again. Down the alley a ways, June Norman was telling all who would listen that California was the place to live, while Bob McFadyen held out for Maine. There was a glint in Bob's eye which warned me that a joke was on the way—probably about California. I did not have time to hear it as I saw a chance to get in to see HMB. I started to go in, but Beryl suggested that I wait as several calls had piled up. What could I do? Further on down the way, I noticed Rosemarie Gordon, Ann Russo, and Jackie DeMott gazing fondly into those dark eyes of John Marsich. They were talking about sales districts and radio stations. At the next stop, Emil Rohner was examining the coins of everyone passing his desk looking for Liberty-Head nickels. Whit Rhodes was gazing out to 6th Avenue wondering how John Coleman was making out. Howard Gardner and Ken Greene were very busy trying to prove with statistics that Mutual did not have a network, that CBS wouldn't much longer and that ABC was the network for Chesterfield. I tried once more to see HMB. I just don't know how that guy does it. Reynolds was in there again. Dean Kearsh was demonstrating to all the single girls how expert he was in putting on diapers. Claimed he had a new idea, too. Fran Reilly came up with a dinghummer which made my day a success after all. She offered me a recipe for a new drink called Rattlesnake Whisky. Take one live rattler, put him in a quart jar, add rice, wine, chopped toads, a dried sea horse, soy beans, and sliced deer antlers. Keep him in a cool place for six months. Drink at own risk. Anyway it was a nice idea to think about as I made my way back to HMB's office. I was informed that he was up seeing Mr. Trammell, and that if I would come back a week from next Sunday, I might get in.

—R. E. Search

TELEVISION—At the Outing: Aquabelle Helen Rachel did us

proud by not only winning the women's race, but also teamed up with Frank Almeida of GR and won second prize in the Lindy contest. . . Nick Kersta nearly had heart failure when Burke "Red" Crotty and Alex "Old Goat" Alexander started to throw him in the pool, clothes and all. Personally, we think that after looking at his golf score he needed the cane more than Protzman. We liked Mary Alcombrack's smooth waltzing; Helen Bishop's and Adrienne Luraschi's svelte, way-down-to-here gowns; Bill Garden's banjo-ing; the food, the bar and the music. Oh, how we hated to go home. . . Speaking of Bill Garden, we understand he is running for Councilman in Tuckahoe—so Television en masse is going to move out there to put the boy in office. . . Miriam Goss, pride of the Film Division, has come in sporting a lovely engagement ring. . . Alex Alexander, away on vacation, has been furiously sending Christmas cards to the staff, and that's not all. A whole barrel of live lobsters, ready for a la Newburg, or a la something, also arrived from the clowning Alex. . . Jack Irving, Television engineer, is going to sue the News because he thinks he's "prettier" than the pic they used of him in a recent interview. . . Howard Cordery has really had his share of trouble lately. First, he came into the office with a broken toe (cause unknown) and now is at home recovering from a bad case of pneumonia. . . Ted Mills is away on leave to catch up on some of his writing. . . Our fond farewells go to Burke Crotty who after 17 years at NBC is now in Washington on a new assignment and to Betty Orr who

(Continued on Page 8)

HOSPITALIZATION AND SICK LEAVE POLICY BRINGS RESULTS

. . . Peace of mind on money matters can speed anyone's recovery from illness. NBC provides salary benefits for time out when we really need them.

. . . Neither do medical and surgical bills cause sleepless nights. Through the Blue Cross Plan, several degrees of hospitalization and surgical coverage are available to us at extremely low cost.

Proof That It Works

. . . Carl E. Sundstrom, General Service, now recuperating from a surgical session, writes:

"I wish to express my thanks and appreciation for the NBC policy of providing for its employees in time of illness, in the form of hospitalization and paid sick leave. It surely helps toward a speedy recovery! Now I am waiting for the day my doctor says OK to return to do my part for a greater NBC."

OUTING FLANNEL

(Continued from Page 1)

served in the clubhouse. In the evening after NBCites had washed their faces and effected a change of clothes, a roast beef dinner, the memory of which makes many a mouth water, was also served. Ben Grauer and AA president Nick Kersta shared the toastmaster role.

Music by the Jimmy Lanin orchestra proved a delightful climax to the day's festivities.

Awards for the Sports events went to:

Bill Hotine, Engineering
Men's tennis singles
Helen Rachel, Television
Swimming

Neil Youngster, Engineering
Golf Kicker Prize
William Johnston
Low man's net

H. M. Feltis, a guest

For driving ball closest to pin on 18th hole. (Mr. Feltis graciously relinquished his award—a gleaming Willkie campaign button, to William Hedges).

Kay Collins and Hamish McIntosh of Traffic

Jitterbug Contest

In addition, eleven door prizes were given.

SEPTEMBER SUGGESTION AWARD WINNERS TOTAL SEVEN

At the September meeting of the Suggestion Committee, seven new worthwhile ideas for the betterment of NBC operations were "bought" from employees at prices ranging from five to fifteen dollars.

An award of \$15 went to Russell Strebel of Traffic for suggesting a procedure to facilitate the handling of requests for delayed broadcast approval by affiliates.

An award of \$10 was earned by Enid Beaupre of Advertising and Promotion, for suggesting a clean up of reference books by departments retaining only those felt to be useful.

Both Arthur Zacks of Program and Kenneth Arber of Engineering received \$10 for suggesting that two ceiling lights, instead of one, be used in all control rooms.

C. Edwin Read of Engineering is richer by \$5 for suggesting that Television Room 980 be equipped with a sign indicating when it is in use by clients.

Helio Pereira has been awarded \$10 for suggesting the installation of a "bridge" for improving telephone service between the traffic and Language Sections of International.

Jean Collins of Research received \$5 for suggesting additional air conditioning facilities in the second mezzanine.

NBC CONVENTION

(Continued from Page 3)

A large-screen television demonstration, using facilities set up by RCA engineers at Hotel Ambassador, followed General Sarnoff's address. Frank E. Mullen, Executive Vice-president of NBC, presided, and Noran E. Kersta, Director of Television Operations, briefly presented facts concerning NBC's current operations. Mr. Mullen, emphasizing the present and prospective rapid growth of sight-and-sound broadcasting, took the occasion to reassure station owners as to probable program costs of a local station service. He pointed out the availability of numerous local program subjects which would involve little or no talent cost.



Frank Mullen

The special program produced by NBC for the demonstration included a variety of studio subjects, and pickups from the County Fair at Mineola, L. I., and from the national tennis semi-finals at Forest Hills. The pickups entailed a complicated series of seven radio relays: Long Island to New York to Mt. Rose, N. J. to Wyndmoor to Philadelphia; thence via two intermediate relays on fire towers in New Jersey to Atlantic City.

Two important television "firsts" were registered at this demonstration. One was the transmission of a program employing as many as seven intermediate radio relays between the pickup point and the viewing screen. The other was the first demonstration of kinescope recordings put too immediate use. Shortly after the live show from Mineola appeared on the screen, the audience saw a kinescope recording of the same program. It had been photographed from the kinescope in New York and the films had been processed, edited and put on the air in a matter of minutes. The recorded program compared very favorably with the original live feature.

Business meetings of the convention were held at the Hotel Marlborough-Blenheim. Luncheons and dinners both days were served at the Hotel Claridge. On both evenings a lively entertainment with top-notch talent, including Norman Cloutier and the "Music of Manhattan" orchestra, was provided by the Program Department.

PROMOTIONS ANNOUNCED

Henry Ferens, former messenger in General Service, is now Post Office Clerk.

Allen Craig, now a Programming Assistant in Television, was a former Assistant Film Cutter in that Department.

Ann Culbert has been promoted from Record Clerk-Typist to Senior Records Clerk in Personnel.

Frances De Luca has moved from Senior Records Clerk to Records Section Supervisor in Personnel.

Thomas Flanagan, has gone to International as Traffic clerk from his former post as Page in Guest Relations.

Howard Gardner has moved from Research Assistant to Research Associate in Research.

James Graham, former messenger in General Service is now Senior Mail Clerk in that department.

Robert McFadyen has moved from Research Assistant to Research Associate in Research.

Richard Schneider has been promoted from Assistant Tour Operations Supervisor to Supervisor Tour Operations in Guest Relations.

Caroline Tavares is now a Secretary in Radio Recording. She was formerly a Steno-clerk.

Joan Tito, Junior Master Control Clerk, Engineering, was formerly assistant Supervisor Guide Trainer in Guest Relations.

Claire Trainor has moved from Guide to Cashier in Guest Relations.

Frank Weber is new Production Director in International, advancing to that position from Traffic Desk Clerk.

Howard Gardner has been named Research Associate in charge of the department's Ratings Division and Willard Zurflied as Research Assistant in the Circulation Division. Recent changes in WNBC find Raymond C. Johnson, formerly in Night Operations of the NBC Announcing Division, as Promotion Assistant and Clay Daniel, a WNBC producer-director since 1946, as Production Supervisor.

Burton M. Adams has been appointed manager of cooperative programs, reporting to Easton C. Woolley, director of the Stations Department.

EXECUTIVE CHANGES ANNOUNCED

(Continued from Page 1)

pointed Assistant to the Executive Vice President on television. Personnel of the Television Department will report to Mr. Norman Kersta, Director of Television Operations, who will report to the Executive Vice President.

In order that Mr. O. B. Hanson, Vice President and Chief Engineer, may devote the major portion of his time to assisting the Executive Vice President in the development of the National Broadcasting Com-

pany's nation-wide television system, Mr. George McElrath was appointed Director of Engineering Operations.

Mr. McElrath will assume full responsibility for the management of the technical aspects of sound engineering and the business administration of the home office engineering groups. Mr. McElrath will report to Mr. John H. MacDonald, Administrative Vice President, on matters pertaining to the management of the department. However, Mr. McElrath, together with Mr. Raymond Guy, Radio Facilities Engineer, Mr. Chester Rackey, Audio and Video Facilities Engineer, and Mr. Robert E. Shelby, Director of Technical Development, will continue to report directly to Mr. Hanson on matters of technical design and engineering.

Mr. Charles P. Hammond has been appointed Vice President and Assistant to the Executive Vice President. Mr. James H. Nelson has been appointed Director of Advertising and Promotion, reporting directly to Mr. Hammond. Mr. Roy Porteous is now Advertising and Promotion Manager.

Mr. Sydney Elges has been appointed Vice President in charge of Press.

Robert E. Shelby has been appointed to the new post of director of NBC Television Engineering Operations. He will be succeeded by George M. Nixon, formerly assistant director.

COMPANY CURBS CRIME DIET

The company's new rule on crime and mystery programs, unanimously endorsed by the affiliated stations, was announced on September 13 by Ken R. Dyke, Administrative Vice-president, as follows:

Dramatization of crime, mystery and detective stories, while a recognized and justly popular form of entertainment and literature, requires particularly mature and discriminating judgment in radio presentation.

While mystery and crime stories are as old as literature itself, the vivid, living portrayal of such dramas on the air has an impact on the juvenile, adolescent or impressionable mentality that cannot be underestimated.

In order to further reduce the exposure of juvenile and adolescent minds to crime suggestion, effective January 1, 1948, no series of detective, crime or mystery type programs will be broadcast over the National Broadcasting Company network before 9:30 p.m. New York time. Crime and mystery programs broadcast at 9:30 p.m. New York time, or after, will not be broadcast in the Mountain and Pacific Coast time zones before 9 p.m., local time, or in the Central time zone before

8:30 p.m., local time. Individual delays will be permitted on stations in these zones whenever the client does not decide to do a live repeat broadcast.

Four hundred letters of commendation of the company's policy have come in, mostly from parents of young children. PTA groups, ministers, school teachers, legal, welfare and police organizations are liberally represented. Unfavorable letters are running much in the minority, amounting to less than 2% of the total mail received on the subject to date.

NAB PASSES ON CODE

The principal order of business at the annual convention for the National Association of Broadcasters, held in Atlantic City, September 15-18, was the adoption of a new code of industry standards and practices. The new code is scheduled to go into effect February 1, 1948, subject to any changes which may be authorized by the NAB Board of Directors.

In most respects, the NAB code either parallels the program policies of NBC which have been in effect for the past ten years, or is less stringent in its provisions. In the few instances where the NAB code goes beyond that of NBC, the new provisions are acceptable to this Company, provided they become the practice of the broadcasting industry as a whole.

The most controversial section of the new code is that limiting time for commercial announcements. This sets the maximum commercial time, including station breaks allowable in any 15-minute period, at three minutes. Commercial announcements on multiple sponsorship programs—such as participation, "musical clock," shopping guides, etc.—will be limited to three minutes in any 15-minute period.

Another new NAB rule, which in the past has not represented the practice of NBC or the industry, is one forbidding the dramatization of any controversial issue. Heretofore, NBC has confined this prohibition to political broadcasts.

CORINNE PEARSON NAMED TO MAGAZINE BOARD

Corinne Pearson, employee counselor in charge of the Employee Service Division, and Editor of *Chimes*, has been elected to the Board of Directors of the House Magazine Institute, an organization of editors and members of internal house publications in the Metropolitan area. Miss Pearson, who has been with NBC for five years this month, is now serving her third term on the H.M.I. Board of Governors.

BULLETIN BOARD

BASKETBALL: First practice game of season, October 6. More men needed.

BRIDGE: Program to be reactivated soon. Watch for later announcement.

SWIMMING: Definitely scheduled. Details soon.

SPANISH, FRENCH and PUBLIC SPEAKING COURSES: Will start in next few weeks. Keep in touch with Personnel on late developments, *s'il vous plait*.

MEMORY COURSE: Dr. Bruno Furst has signed up 45 students. Two classes are meeting once a week—Mondays and Thursdays, respectively.

IT HAPPENS AT NBC

(Continued from Page 6)

has been holding down the fort in Ray Kelly's office for quite some time now . . . Welcome to Nells Rahms who has just joined the Television Program Department . . . and welcome home to Harry Walsh, Television cameraman, who got the only pictures of President Truman's near-accident while on his visit to South America.

—Anne Bachner, Rose Sheeky

TRAFFIC—Traffic was well represented at the Outing. Steere Mathew, A. Caramore, Peg Riebhoff, Peg Conroy, Elaine Hollywood, Kay Collins, Al Frey, Hamish McIntosh, Russ Strebel, and John O'Mara were there and a good time was had by all . . . Russ, Mac and Al played on the softball team, although we don't talk about it since their team lost . . . The pool in the afternoon was the scene of action for the gang in the afternoon with games and duckings. I think all were water-logged by dinner . . . Mac and Kay added to the glory of Traffic by winning the jitterbug contest and walked around with aching joints all the next day . . . We were sorry to lose Mary Van Houten who left us to prepare for the coming blessed event . . . Jean Ramsay, formerly of the Reports Division, was married on September 20th to Bob Dillon . . . Dorothy Michel, also formerly of Traffic, married Harry Cook on the West Coast recently . . . Welcome to John O'Mara, the new delivery boy in Telegraph . . . Jack Hilton and Matt Boylan represented the Traffic Department at the NBC Convention in Atlantic City.

—Kay Collins, Elaine Hollywood

WNBC—Our Sales Manager, W. O. Tilenius, had a well-earned vacation in the hills of Pennsylvania. The heat came down in sheets . . . Tom McFadden, who is hitting on all eight in preparing the Housing

ROUND FILE

NBC Symphony on the air at new time—Saturdays 6:30-7:30 p.m. EST. Program made possible by advertising revenue received from sponsors of other NBC programs throughout the week . . . Schwerin System of program improvement (testing each program before selected audience) introduced to industry on West Coast . . . Radio Executives' Club of New York, prexied by NBC's William Hedges, opens 1947-48 series of luncheon meetings. First speaker: Jack Gould, *Times* radio editor, who gave NBC excellent coverage at convention, on "Has Radio the Guts to be Good?" . . . Niles Trammell, Henry Ford, 2nd, J. R. Davis, V.P. and Director of Sales and Advertising of Ford Motor Co., and Howard Lindsey participate in "closed circuit" on New Ford Theatre program . . . William Hedges says Baltimore and Boston soon to join NBC television network . . . Morgan Beatty and Bob Reuben get "hot news" on recent Florida hurricane . . . WNBC Special Events Department aids Elizabethtown Consolidated Gas Co. by informing listeners of service stoppage . . . Opening of U. N. General Assembly at Flushing Meadows and formal dedication of American Heritage Foundation's Freedom train telecast over WNBC . . . NBC football season gets under way with Washington-Minnesota and Army-Illinois . . . Seventy-two page Autumn edition "NBC Digest" edited by Horton Heath, NBC Director of Information, issued October 1—includes addresses by Secretary of State Marshall, Brig. Gen. David Sarnoff, General Eisenhower, Harold Stassen and H. V. Kaltenborn.

An out and out steal from Kibitzer in Denver:

A middleaged woman fell out of a window into an ash can. A Chinaman happened to pass by and remarked, "Melican velly wasteful—that woman good for 10 years yet."

Series, says the same can be said for his golf game, that is eight per hole . . . Andy Anderson's sloop was showing on Long Island during his vacation . . . Tony Provost is getting so he flies through the air with the greatest of ease on his way to and from Bermuda . . . WNBC lost its only "glamorous executive" when Margie Greene left us to take the position of assistant to fashion designer, Toni Owen, of Owen Morgan Co. However, such a loss has its bright side, since we now are welcoming Ray Johnson, formerly of Announcing, Night Operations, to the gang in 416. —H. V. Anderson



FOR SALE—New Presto professional recording machine. Two speeds, 33½ rpm and 78 rpm. Cuts inside out and outside in. Save \$88 on quick sale. Ken Crosthwait, Exchange 320 after 5:00 p.m.

WANTED—Baby Grand piano. Arthur Cooper, Ext. 264.

FOR SALE—1937 Studebaker. Good tires, seat covers, excellent condition. Miss Carolyn Stuve. Call Ext. 462 for information.

WANTED—Pair of field glasses. Tony Provost, Rm. 416, Ext. 8213.

FOR SALE—Comfortable mahogany double bed. Innerspring mattress, pillows, like new. Elmer Dustin, Ext. 514.

NBC OFFERS NEW FALL SHOWS

An October 1-12 schedule of Fall premieres found NBC carrying eleven out of a total of twenty network first-nighters. ABC has five; CBS, three; and Mutual, one.

Our new programs include: "Duffy's Tavern"; Jimmy Durante; "Aldrich Family"; Al Jolson, Bob Hawk, Kay Kyser Orchestra; "Ford Theatre"; Jack Benny, Phil Harris-Alice Faye, Fred Allen, and "Fibber McGee and Molly."

AS WE GO TO PRESS

Thomas E. Knode was named director of NBC's Press Department by Sydney H. Eiges, vice president in charge of the department.

William E. Webb, former manager of public service promotion for NBC, was appointed sales promotion manager for NBC Television.

CLAY MORGAN IMPROVING

As *Chimes* went to press for this issue, Clay Morgan, who suffered a serious injury in Atlantic City while attending the convention, was reported to be showing improvement. He was brought to Doctors' Hospital from Atlantic City during the second week in October.

THANKS TO TOMMY TART'S TURKEY—

Some 200 cans of the delicious boneless stuff were sold by Employee Services during the last few weeks.



Stork Talk

To Pierre Boucheron Jr., a newcomer to Television (Engineering), a son on September 23. Name: Pierre Boucheron III.

To Arthur Hamilton, Radio Recording, his first child and daughter, on September 4. Name: Ann. Weight: 7 lbs.—15 oz.

To Roy C. Porteous, New Manager of Advertising and Promotion, his first child and daughter, on Sept. 3. Name: Constance Muta. Weight: 6 lbs.—13 oz.

To Walter O'Meara, Sound, his fourth son, August 17, name: Thomas James.

SYMPHONY NOTE

In cooperation with Guest Relations, Employee Services is offering NBC Symphony tickets on an allotment basis to NBC employees.

ENGINEERING CHANGES

Titles of the three Engineering Department Group Heads have been changed as follows:

Raymond F. Guy has been appointed Manager, Radio and Allocations Engineering.

Chester A. Rackey has been appointed Manager, Audio and Video Engineering.

George M. Nixon has been appointed Manager, Engineering Development.

Jarrett L. Hathaway, Staff Engineer, has been appointed to the position of Assistant Manager, Engineering Development, to fill the position left vacant by Nixon when he replaced Shelby as head of Engineering Development.



The combined goals of 11 Community Chest campaigns this fall will total nearly \$170,000,000. These funds will be used to support more than 12,000 Red Feather service aiding the communities.



Chimes

NEWS AND VIEWS
OF NBC PERSONNEL
IN NEW YORK

NATIONAL BROADCASTING COMPANY, INC.
GENERAL LIBRARY
40 ROCKEFELLER PLAZA, NEW YORK, N. Y.

NOVEMBER-DECEMBER • 1947

VOL. 5 NUMBER 9



Joan DeMott gets "set" as Al Frey, Les Vaughan, George McElrath and Anne Surowitz lend their moral support.

Enthusiasm is constantly on the increase at the Radio City Bowling Alleys this season with 16 NBC Bowling League teams turning in some splendid scores.

On Thursday, October 30, Vincent Carey and Bob Burholt of Controllers sneaked up from behind to steal the previous three-game record of 574 from Neil Knox of Personnel. Carey's count was 578 and Burholt's 577. Knox still holds the highest single game score of 267.

The Bowling League has taken great strides since its beginning back in 1937 when it comprised six teams, only one of which was women. This year finds 16 teams in full play with 6 teams credited to the fairer sex.

Joan DeMott of the "Gremlins" team, adding to the present elation of the Controllers Department, manages to stay within range of 490 for a three-game series.

FALL TRAINING ACTIVITIES COMMENCE

Training Squad Lecture Series begun by Charles P. Hammond;
General Service Conferences initiated

NBC's 1947-1948 Training Squad series got under way during the second week of October with Charles P. Hammond, Vice President and Assistant to the Executive Vice President, addressing a Training Squad of 31 employees. Each week executives of the various departments will meet with the group.

The Training Squad is intended to provide for its members the instruction and background which will assist them in assuming additional responsibilities and leadership in the future.

Mr. Hammond, introduced to the Squad by Mr. Dunn, spoke primarily on the company's immediate plans for Television and Television's significance to NBC employees. With the Telephone Company completing cables for a coast-to-coast Television hook-up, Mr. Hammond said, and with the dreams of a complete Tele-city right here in New York becoming more and more close to reality, NBC is definite in its decision to go "all out" to establish itself as the No. 1 Television network just as it did in setting the pace in Sound Broadcasting from the start.

Almost simultaneously a new series of group conferences was started by the General Service Department. Other departments are planning similar programs to fit their needs.

The General Service Conference Program, consisting of three related Series, over a 17-week period, is being given to all key employees in Office Services, Building Maintenance and Communications divisions of the General Service Department, and is designed to equip those enrolled in the best methods of leadership.

Included in the agenda are sessions on how to instruct new employees in learning their job; a review of important management functions which supervisors must carry out in relations with their employees; and a refresher course on Company policy, practices and procedures.

Also planned is an Orientation phase which will supplement the general company Orientation Program for all new NBC employees by which company policies, practices and procedures will be taught from

(Continued on Page 2, Col. 3)

PUBLIC SERVICE DEPARTMENT CHANGES NAME, ADDS DUTIES

NBC's Public Service Department recently had its name changed to Public Affairs and Education Department and several new responsibilities were added at that time. From now on the initiation and carrying out of plans, and the maintenance of outside contacts to insure the successful accomplishment of NBC objectives in religion, public affairs, education and information will be charged to this group.

Two new divisions:

A. *The Talks Division*, which will be responsible for clearance, approval and booking of all talks and speeches made on the network. Liaison will be maintained with the Washington office on all bookings involving political organizations, personalities and public issues to

(Continued on Page 8, Col. 4)

NBC PROUDLY HAILS DENNY

New Vice-President and General Counsel

NBC is getting the welcome mat ready for its newly-appointed vice president and general counsel,

Charles R. Denny, who will assume his new duties here on or around November 15. In addition to handling the legal affairs of the company, he will participate in management as a member of the Network's policy committee.



Charles R. Denny

Mr. Denny comes to NBC after an active and distinguished career

in government service. In 1942 he joined the Federal Communications Commission as Assistant General Counsel and was advanced to General Counsel in the same year, supervising a staff of more than 60 attorneys and conducting hearings on questions concerned with radio broadcasting, television and communications. In March, 1945 he was appointed a member of the FCC and served as its chairman from February 1946.

President Truman had high praise for Denny, both for his work with the FCC and as an international negotiator. For the past four months he represented the United

(Continued on Page 7, Col. 1)



CORINNE PEARSON, *Editor*
VIRGINIA D. SMILY, *Managing Editor*

A MESSAGE FROM THE PRESIDENT SCUTTLEBUTT



Niles Trammell

It is part of a news reporter's basic training to distinguish between fact and rumor. Our News Department double-checks every flash or bulletin that comes in before letting it go out on the air. Occasionally we may get scooped by a competitor who is willing to take a chance on an unconfirmed rumor that happens to be true. Not often, though. What is unconfirmed is usually unfounded. We all have reason to be proud of NBC's reputation as a source of accurate, reliable news.

The men and women who were in service during the war were only too familiar with what the Navy called "scuttlebutt"—the endless gossip and rumors that were constantly passed around. Probably not one per cent of these news items ever turned out to be true, and many were gags and fabrications manufactured out of thin air.

Washington has always been a city of wonderful rumors about Government business and personalities. Most of these yarns either have no basis in fact, or get so distorted that what truth there is in them becomes unrecognizable.

Some people love to gossip, and the stories they tell undergo a certain amount of change each time they are retold. Those who pass them along invent a forgotten detail here and there, and before long the story bears little resemblance to the original version—it may even be the exact opposite.

You don't have to be in the Army or Navy or in Washington to run into the daily output of the gossip or rumor factory. There is scuttlebutt in every organization, and NBC is no exception.

Unfortunately, gossip is usually about people, and the choicest morsels are the kind that do some damage to the victim's standing or reputation. Isn't it surprising that folks who are really good-natured and kind-hearted can be irresponsible when it comes to injuring another person's good name via the gossip route?

I am referring primarily to rumors about future organization changes, real or imaginary. Scuttlebutt on this subject in the office can become a printed paragraph in a trade paper or a gossip column. It can be embarrassing to NBC and to all the individuals concerned. And it can't do anybody any good.

Let me suggest: Be sensible and not naive about office rumors. Remember that they are usually untrue. Be generous and don't pass along gossip which might hurt another person.

QUESTIONS and ANSWERS on the RETIREMENT PLAN

Are you a member of the NBC Retirement Plan?

Following are some of the questions which we received following the recent distribution of the "Record of Annuities Purchased" form. We felt the answers to them might be of general interest. Perhaps they will help to acquaint you better with the benefits of the Plan:

Q. Is this a statement of the amount of money I have contributed to the Retirement Plan?

A. No, the contributions which you made to the Plan between December 1, 1944 and November 30, 1946 and the matching contributions paid by the company have purchased an annuity for you. The form you received shows the amount of annual annuity (in lower left-hand corner)

available to you at age 65 which has been purchased by the combined contributions for this two-year period.

Q. Is this amount all I get at age 65?

A. No, each year the combined contributions (yours and the company's) purchase an additional amount of annuity for you. You will

(Continued on Page 8, Col. 3)



Pencils poised, ears alert, the members of the 1947-1948 Training Squad listen to Charles P. Hammond, Vice President and Assistant to the Executive Vice President, as he outlines NBC's plans for the development and expansion of Television.

Squad members will be quizzed on subjects discussed at the weekly meetings by members of the Management Committee and the Staff Operations Group.

FALL TRAINING ACTIVITIES

(Continued from page 1)

the standpoint of their application to each specific section of General Service.

The third phase will consist of On-the-Job Training for the purpose of training employees, new or promoted, how to do their jobs well.

The Research Department is planning to resume its series of departmental discussion groups immediately after the holidays. Following the plan established last year under the direction of Barry Rumble, Department Manager, the meetings will be devoted to a discussion of research projects and techniques to insure the best coordination of activities between each division in the department.

(Continued on page 7, Col. 1)



Helen Moore, Supervisor of Central Stenographic, explains procedures, such as standard letter forms and use of telephone hold buttons, to new Stenographic employee, Phyllis Christianson.

Phyllis has since been transferred to a secretarial job in Program Supervision.



Ted Thompson, General Service's Assistant Director and Manager of Office Services (who has since been appointed Manager of the Personnel Department), asks for comments and suggestions by the various Division Supervisors at the first Conference meeting held to discuss techniques of good supervision. (l. to r.) Ted Thompson, Walter Hawes, Helen Moore, Margaret Leonard, Martin Devine, Joseph Iaricci, Alfred Patkocy, Thomas Tart and Ruth Preston.

NBC TELEVISION NEWSREEL

This is the first of a series of articles aimed at giving "Chimes" readers an insight into NBC Departmental Operations.

—vds

The wonders of NBC will never cease to amaze me. One day last week during lunch hour I wandered in to the Film Centre at 630 Ninth Ave. to see Frank Lepore about something or other. Frank was sitting at his desk in one of the three small NBC-rented offices talking on the phone. He greeted me and then went on making arrangements about picking up a film for use over NBC television that night. Just as I began relaxing, the outside door opened and in rushed a good-looking but slightly exhausted hunk of man carrying a movie camera. This I learned was Tom Burney, NBC staff television newsreel cameraman, fresh back from a Queen Mary assignment. I followed him into the lab and as he unloaded the camera, I fired questions. It seems that he had started from Pier 9 on the East River in a Coast Guard Cutter that morning, went down the Bay to Quarantine and there climbed a bouncing ladder to the regal Queen. From then on until now it had been a grand melee of chasing celebrities all over the ship. But the results were good, he assured me, adding that he and Cy Avnet, the only other staff photographer, thrived on just such days of excitement.

I left Tom and stopped at the desk of the only female in the office to borrow a match. This gal-captioned Miriam Goss—adds the needed glamour and zest to this mad house set-up. A mischievous redhead, Miriam performs all the secretarial duties connected with the Film Division and is sufficiently keyed to the overall operations that she really is a "must" to the place. When I asked for the match, she gave me one rather reluctantly, explaining that if I smoked, I must be on the alert for the fire inspector. My being caught with a cigarette could cost me \$25, she said. Putting my Luckies back into my purse, I looked to Miriam for explanation. She said, "Well, since film is so highly inflammable 45,000 ft. of it is the maximum amount allowed to be kept at Radio City. Here in the Film Centre the building is made of concrete, steel and brick—but even at that, extreme precautions must be met. You see, our 35 mm. film is full of nitrate and we're handling from 15 to 25 thousand ft. of it every week.

In about an hour Tom Burney stuck his head in and announced the lab had sent word that his film was ready for screening. Another door

opened simultaneously and Paul Alley, who acts as editor-in-chief, followed by Martin Hoade, news editor, dashed past me on their way to the projection room. Frank Lepore yelled at me to follow suit, which I did, and soon found myself seated beside Alley, Hoade and Lepore as they watched the rough film projected on the television screen. It seemed so odd to me seeing nothing but the black negative flashes instead of the customary positive shots. However, they were clear enough to convince the experts that a good story was in the offing, and Paul gave instructions to Jim Pozzi, chief film cutter, on how the film was to be mounted and the screening process was done. With this exercise of judgment on the part of Editor Alley who has pioneered in the application of newsreel techniques to television, the newsreel was physically born.



Paul Alley

Jim Pozzi turned out to be a wonderful person. His horn-rimmed glasses and his serious face had frightened me at first. But that man has a lot of responsibility! He was head of the original Pathe news set-up in this country and also worked with Paramount and others before coming to NBC, he told me, as we walked toward the cutting room. Bob Jacques and Philip Wylie, Jim's assistants, were waiting, and all three of them went to work on the "lavenders" as they called the film. When I looked at it closely in the light, sure enough, it *was* a sort of purplish hue. Jim and Bob went through the different scenes putting them into sequences, cutting and mounting them on one continuous strip. Phil made up a "spot sheet" as they went along writing briefly the scene description, footage, and running time on screen. Jim asked me if I would take the sheet back down to Paul Alley when I went so as to save a little time. I was delighted because there were a number of questions I wanted answered and this was my chance for entree into busy Mr. editor-in-chief's Inner Sanctum.

I handed the sheet to Mr. Alley. He smiled and assured me that although he had to write the complete story from these sketchy notes

before 7 (it was now about 2:45 PM) so that he could be in the Television Studios at 30 Rockefeller Plaza before 8 to serve as narrator, there would be a little time to enlighten me on the history of NBC television newsreel. He started by saying that during the war cameramen were assigned for special events which were televised, the first being sponsored by Esso as, "Your Esso Reporter" program. However, it wasn't until about February, 1946, that NBC launched its very own film headquarters here in the Film Centre, complete with its own cameramen, editorial staff, and facilities necessary toward making it the nucleus of a thriving newsreel organization. Since that time, he told me, major happenings such as the atom bomb tests at Bikini, the eclipse of the sun in Brazil, the exclusive pictures of Pres. Truman's near-accident in Rio (and many other presidential shots never shown by anyone else), the Staten Island fire, American Legion Convention, etc., had been given excellent television coverage in a matter of hours compared to a matter of days with the theatre newsreels. All this brought out the fact that right here our own NBC newsreel staff was and is handling from three to five times more film than other newsreels with only one-fifth the personnel. I swelled with pride and extended my hand to Mr. Alley.

Frank Lepore was waiting for me as I came out and we went back into his office, where I had started. Frank seemed to be relaxing for the first time in several hours. Before him on his desk were several hundred large index cards, and ten saucer-like cans, each containing, he told me, 1000 feet of movie film. It was then that I heard about the Film Library! Frank explained that the functions I had seen thus far repre-

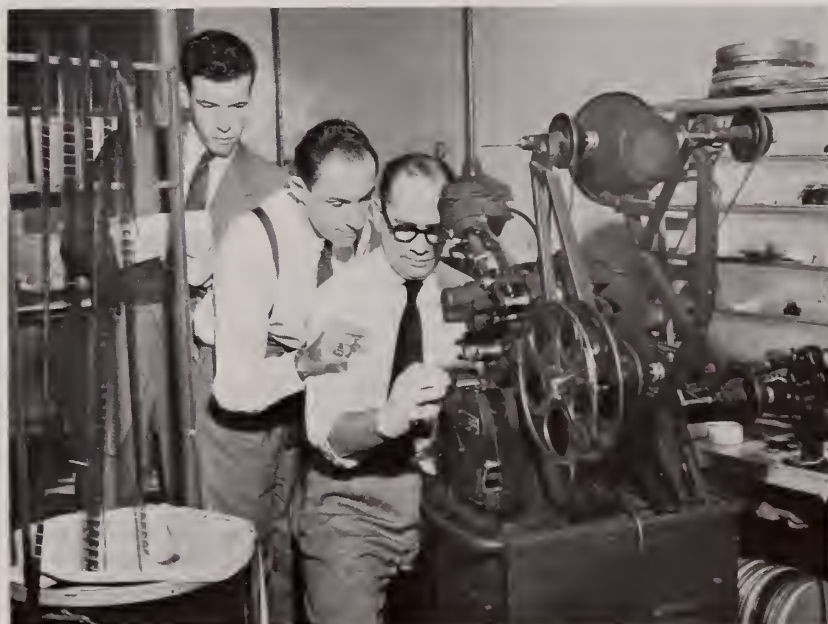


Victor Borsodi

sented only a fraction of the overall operations of this isolated little group, at 630 9th Ave. He began by telling me of the various sources of film with which they work. First, NBC buys and sells to foreign countries. The British Broadcasting Company, for instance, sends us one reel of film each week in exchange for the same amount. Government agencies such as the C.A.D., the Army, The Navy, and Coast Guard keep sending in a large amount of film at regular intervals. Film stories and stock shots are constantly being bought and sold. The motion picture Newsreel companies and competitive networks also figure prominently in these transactions. Perhaps the greatest source of revenue as far as NBC is concerned, Frank pointed out, is the syndicating of special news features to affiliated stations.

All this film must be properly indexed to expedite the buying and selling procedure, because, Frank said, if Pathe or any of the other purchasers call up or wire for film, they don't mean that they can wait long. With 15,000 feet of film coming every week of the month, and

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Jim Pozzi operates the portable projection machine, called a "movieola", as Bob Jacques and Phil Wylie (rear) look on.

ADVERTISING & PROMOTION—

This month the department is talking about Charlie Vaill's exciting vacation, even though it happened two months ago. Charlie, whose picture appears in this column, flew



to Alaska on a two week fishing trip. Equipped with the latest from Abercrombie & Fitch, Charlie caught a 14 pound dog salmon, cut throat trout, humpback salmon, and a terrific cold... the whole story is recorded in an excellent series

of colored pictures with which he entertained the department at lunch hour matinees. Repeat performances on request... Jake Evans' baby arrived Oct. 20th to delight astrologist-predictor Enid Beaupre who had it charted for that day. The gals whipped Jake's office into a Dennison dress of pink and white to celebrate the occasion... Other subjects of conversation were the arrival of pert Joan Culette, copy staff amanuensis... all of the promotions in the department which are keeping a painter busy hopping from door to door... the superb job done on the Ford Theatre promotion kit, the BMB Listening Levels booklet... the sly refinements on the Parade of Stars caricatures...

—John Foley

CONTINUITY ACCEPTANCE—

Several changes have taken place in Continuity Acceptance Department since the last issue of "Chimes." Stockton Helffrich is now in charge of script as well as commercial content. As script readers we welcome to our fold Carl Bottume and Helen Miller, who are no strangers to us. Our secretarial staff has been augmented with the addition of Jane Readey, formerly of the Stenographic Department, who will help out the departmental secretary, Alys Reese. A hearty welcome to all of you.

—Kay Henderson

CONTROLLER'S OFFICE—Lucy Nocella is wearing a beautiful, new diamond on her third finger, left hand. The lucky man is Vincent Di Stefano. Best wishes from all of us! We welcome Vera Larson, newcomer to our Disbursements section.

—Frances Heim

ENGINEERING

TRANSMITTER—Clifford Kerstetter, W2OUR, on 20 meter phone with 75 watts is active in experimenting with various antennas and

It happens at NBC

Thirteen years ago this month E. B. ("Buck") Lyford, jovial Asst. Manager of STATION RELATIONS, joined NBC. The first seven years of the stretch were spent in the Traffic Department and the past six in his present department.

The Match Collection shown in the picture with "Buck" started as a promotion idea a little over two years ago when he suggested a plausible identification means for station managers. The response was a landslide of match clips.

When the collection outgrew desk drawer space, "Buck" called upon his creative genius and framed them. Joe Dine of Press suggested the picture and the essence of "Buck's" idea is now preserved for posterity.

Our first experience in hobby-lobbying brought out other interesting facts about Mr. Lyford. A sound-recording engineer, he figured prominently in the first talking pictures made in India; his first subject was Mahatma Gandhi. He also worked on the first talking picture produced by RKO in New York.

A Wesleyan graduate, "Buck" has taken many prizes for his first-loved hobby, photography, for which his 4-year-old daughter, Cinda Jane, is his favorite model. He was granted his first radio operator's license in 1920; is a member of Kaltenborn's 20-Year Club; a past president of NBC's Athletic Association; lives on Bank Street in Greenwich Village.



finds that he favors the end fire beam antenna for DX. He says the 9 tube superhet he built is working fine. Bernard Isbitsky, W3TYO, is modifying a 522 for 2½ meters and is doing a fine job of it. Arthur Holden has returned from his vacation in Florida. He saw results of the hurricane but experienced no entanglement. He prefers the North. Ray Kopcienski, and Roland Paradise of the RF Group, from Bound Brook have returned from Hillsdale, N. Y., having dismantled a television relay station. They were amazed to see such beautiful country and the vivid results of Nature's paintbrush.

—Mel Stickles

GENERAL SERVICE

BLDG. MAINTENANCE—Those Buttons are still popping off the vests of the two proud grandpas, Chief George Monahan and Emil Egelhofer, because of their respective granddaughters, Linda Ann and Gail. Truthfully, General Service hasn't lost a grandfather yet. Lots of luck to both of you and the lucky parents. Thanks to Mrs. Velotta's return Tommy Velotta is back to normal. He has been as nervous as a brand new bridegroom, awaiting her arrival from the continent.

Hearty welcome is extended to Dorothy Davidson, our charming new maid, and Margaret Fahey, lovely new recruit to those cheerful "number please" gals.

—Mary Heller

GUEST RELATIONS—If one ventures beyond the smoky haze that hangs over the George Washington Bridge and steers his car down route 17 for a few short miles, he will run "smack dab" into a little place that should prove fun to all who enter. Now upon arriving if one listens on the outside he can hear some mighty sweet and danceable music. Then if one investigates the source of those melodious notes he will discover George Coughlin and his "suave" seven. Playing a real mellow slip horn he will see Al Eichen, and making wood and skin come together will be Jack Weir. If it were but three Saturdays past he would find in scanning the dance floor many happy faces belonging to people like Mr. and Mrs. Joe Rothenberger, Pat Hennessey, Herb Schum, Bob Holt, Bob Tiedje and Dick Stahlberger. It's a Saturday night and everyone is wearing a smile, but it does sound like fun. October is truly a month of moving, for here in GR we find that so many old faces are gone and so many new

ones have taken their places. From the office staff has gone Charlie Baker to the office of Dr. Roy Shields. From the Page staff Jack Beecher moved to the music library, and if you miss Joan Tito from the guide desk I am sure that you will find her on the fifth floor in the engineering office. While remaining in the department, former guide Barbara Bennett has moved to the position of Assistant supervisor of the day Guide desk. Other folks have moved into GR from all points of the compass. There is Jeanne Conkey, replacing Charley Baker as assistant to Miss Dougherty, and Southpaw George Swearingen, of page staff. George should be a good addition to the next season's softball team for he has had much experience with the minor leagues of Texas behind him. New to the guide staff are Lillian Tiereny; Ann Smythe; Bob Wilbur, former announcer in Massena, N. Y., Bob Azman, and Jim Todd.

Just a word in defense of the merger of the department: Many have been the disparaging remarks about neckties, hats, socks, etc., between two young ladies of the department. Be they with, or without the facts I dare say there isn't a man in the department who would attempt to harmonize the shades of Kelly green and sky blue in the same ensemble. Shall we start a movement to change the name of that green shade from Kelly to Gallagher?

—John Casey

INTERNATIONAL —International politics hasn't had any more excitement than International-NBC during the past few weeks when within scarcely more than a week's time 28 new people came storming in two new sections were organized and the move for lebensraum was underway. The English Section with ten new people and a stunning schedule calling for five full hour on the air, was hardest hit. Frank Nesbitt, "occupied" the Audience Mail Section. Gerry Rodell, Mercedes Luks, and Betty Rapp, all weary DP'd, found shelter in Jeanie Glynn's office, while good-natured Jeanie dropped on Helen Davis doorstep. And there she sits, waiting for Helen to call "timber." For that's the next desperate move—the breakdown of walls, so that in the echoing vastness of the wide open spaces, we can camp together, in harmonious unison, true symbol of the Voice of the United States of America. Former State Department Representatives, S. J. Spiegelberg is in charge of the new Translation Section and translators; Margaret Arno, Madeline Billias, Ilse Burroughs and Kathleen Nicolayser Research, the other new section marks its debut in International with James Garson, and Esthe

Rosenbaum. Robert La Bour, Luis De Llano and Bette Stein (from Music) are new additions to Production. Other additions are: English—Robert Black, Thomas Costigan, Carol Martin, Judith Morley, William Riemer, Alan Strong, Eugene Saerchinger and Beverly Krostich. Italian—Guilano Gerbi, Giorgio Padavano, Luigi Racea, Portuguese: Elsa Bhering. French—Charles Andre and Simone Costa. Spanish—Rene Borgia and Vicente Tovar. German—Margot Loewy, and Music—Mary Jane Orth. Even so, we'll miss Jimmy Ridenour of Traffic, who sailed for Italy to study at the University of Florence. Double-lecker desk arrangements may solve the space shortage, and the City Planning Commission is working out a traffic control system—but will someone else please tell us how two people can type simultaneously on one typewriter—up to International Division standards, that is?

—Eileen Tobin

NETWORK SALES — Charles Phelps, who was with us and the Blue until he served in the Navy as Commander in the O.S.S. from 1942 till 1946, has come back to N.B.C. from R.C.A. International Division. Frank Chizzini, assistant manager of Radio Recording in New York until 1940 when he became manager of Radio Recording in Chicago, has joined our staff of salesmen and is very glad to be back in Father Knickerbocker's Town. When he was with the Sales Promotion Department in 1935, he worked on the launching of the campaign for the Thesaurus, which has indeed proved to be the treasure book its name implies.

Gloria Smith and Sally Urell have left us, Gloria to retire to the new home we mentioned last issue, and Sally to join Compton Advertising Agency. Nancy Eweles took Gloria's place and Jane Crowley took Doris Whyte's job when Doris replaced Sally. Best wishes and congratulations are extended to them all.

The Sales Department has been well represented at the Memory Course, with almost all our members attending. Of course, it is rather unusual to hear them all referring to each other as numbers, and it would be even more so if the telephone directory adopted the system. I can see it now—"361 9494 412". It would be slightly confusing, to say the least.

—Florence Zoettlein

PRESS—Press celebrated an unexpected "Mother's Week" when, in the space of seven days, three ex-NBCites dropped in with their young offsprings. We met Mike Donnelly, 18-month-old son of Amy Corvinus Donnelly, former Photo secretary. Florence Schwarzer, also

formerly of Photo, introduced us to four-year-old Carol Lee. Margie Ecclesine, once a staff writer, brought along three-year-old Peter. We regretted that her daughter, 16-month-old Tracy Ann, was at home with a baby sitter. We may be prejudiced, but we thought the children precious. It was proven recently that a photographer's life often is a happy one. When Rosemary Rice and Gloria Mann of the "Archie Andrews" show were in for "bubble gum pictures," it wasn't long before Maurice, Si and the entire dark room were in the competition . . . never did I find out who blew the biggest bubble, but the pictures were terrific . . . On October 25, Dorothy Collins, fashion editor, became the bride of Akiba Emanuel. When Dotty, five feet, eight inches tall, telephoned home to tell her family of her engagement, 13-year-old brother Peter's only concern was "Boot, is he tall enough for you?" . . . While on a business trip in Hollywood, Magazine Editor Jim McClean played tennis with Katherine Hepburn. Asked the score, Jim answered, "Of course, the lady won."

—Roselle Hubel

PROGRAM

ANNOUNCING—Peter Roberts is the newest addition to the announcing staff. Pete hails from Montreal, Canada and went to Ashbury College School at Bishop University and spent two years being tutored at London University in England. He first started in radio at station WAAM in Rochester and then went to KYW in Philadelphia before coming to NBC in N. Y. Peter also tells us that he is the proud possessor of

a champion English Pug dog who at present is hospitalized with pneumonia. Speaking of Montreal, Canada, Bill Malcolm and Walt Ehrgott spent their two weeks vacationing in Canada and northern N. Y. Rad Hall is now on vacation and probably having a darn good time too. Jean Mitchell, Pat Kelly's secretary, just got back from a dude ranch and really had a gay old time riding those horses. Jean is sporting a beautiful tan and really looks rested.

—Vince Mitchell

MUSIC—Music welcomes its new member, Jack Beecher, who replaces our university-bound Paul Alexander. Jack comes to us after a year with G.R. He seems to like our mad musical world, for he says he is "insane about records and jazz." He plays the drums, himself, and has beat out rhythm for assorted jazz bands in Westchester County.

Madge Boyton is back at her desk in Mr. Chotzinoff's anteroom, still bandaged from her sprained ankle, but managing to navigate.

We were delighted to see the pleasant face of our Ernest LaPrade in Carl Fischer's window, photographically featured in a display of his newly published book, "Broadcasting Music."

Dorothy Metcalf has a new extracurricular job, as soprano soloist at the Sinai Temple in Mount Vernon, New York.

—Phebe Crosby

SCRIPT—Script had some bad moments a few weeks ago when the news came that Marion Noyes, Manager of the Literary Rights Divi-

sion, fell ill shortly after her summer vacation. Latest word, however, is that Marion is doing a fine job of resting and relaxing and should be back with us in a couple of months. Meanwhile, Tom Adams has moved from Senior Play Reader to Marion's managerial job.

Into the same office has come smilin' Evie Heithaus. After a good word from Vic Tervola of Engineering, and a little matter of graduating from High School, Evie made tracks for NBC and is now a staunch member of the Westchester family of NBCites.

Did you know that Sam Locke, radio writer, has a wife whose nickname is "Miss Shuttle"? or more properly "Miss Subways" of September? Her first name is June. She is a Master of Columbia University's Graduate School of Journalism; has written for the National magazines; and now comes to NBC as a first-rate critic on Script's Play Reading Committee.

—Tom Adams

SUPERVISION—There's a new addition to Fred Shawn's household—this time, it's a girl and the name is "Trudy." With two older brothers, Trudy's date problem should be a cinch. Pat Gormely, who battles her way in from the Bronx every morning knows how it feels to have your cake and eat it too. Not only did the Yankees win the Series—Pat won \$10 in the office pool! Bill Stern's new secretary is Delores Dillon, a commuter from Cedarhurst, L. I. When her phone stops ringing, she'll tell you that she's interested in studying voice, that "what the Met needs is some new blood, and do you know a good voice teacher?" Jack Dillon (no relation) has travelled to so many football games in the past few weeks that he now carries a hat feather as standard equipment. Jack's fellow who sits in the booth with Bill Stern, makes the charts, keeps an eye on the ticker and separates Yablonsky from Wyhooskie with a pair of field glasses. Jean Meyer of Central Booking is pouring over that football rule book she picked up in Schrafft. It seems her date for the Princeton-Dartmouth game takes his football seriously.

—Ray O'Connell

RADIO RECORDING—It's sad we felt when we said not good-bye but adieu to Ireland's gift to the sales department—Jack Treacy. New York's loss is Cleveland's gain as Jack will establish an office out Ohio way to promote the sales of both THESAURUS & Syndicated shows. The sharpener is grinding away and all pencils are ready to accept the orders that come our way.

(Continued on Page 6, Col. 1)

THOMPSON SUCCEEDS DUNN IN PERSONNEL DEPARTMENT

“T e d”

Thompson, replacing Ashton Dunn as Personnel Manager of NBC, has been Assistant Director of General Service and Manager of the Office Services Division since 1946.



Ted Thompson

A splendid example of NBC's promotion-from-within policy, "Ted" first became associated with the network in 1934, upon graduation from Dartmouth, as a Page in Guest Relations. After a series of promotions he became assistant to the Manager of the Public Service Division of the Program Department. He left

NBC for a time several years ago to become assistant director of industrial relations and training coordinator in the Plastics Division of Dupont.

When he returned to NBC in February, 1943, Thompson became Executive Assistant Manager, then Manager, of his old Department, Guest Relations.

After serving three years in the Army Signal Corps, Ted was discharged in 1946 and once again came back to NBC. An avid photograph and skiing enthusiast, the new Personnel Manager lives in Tenafly, N. J. with his wife and two sons.

Ashton Dunn, whom Thompson replaced, left after ten years of service with NBC to assume the position of Personnel Director with RCA Communications.

IT HAPPENS AT NBC

(Continued from Page 5)

If you bowlers ever need any "fill-ins", this is a cordial invitation to call on the gal substitutes. The RECORDETTES are so regular that we "understudies" are looking for new parts—so if you can use a good performance, we'll be backstage at all times.

Barbara Graham and her "snipe" have parted company for the winter. The recipient of this unusual name is none other than the sailboat that took her where she wanted to go last summer—we've been told some fellow named Columbus got around in one too! Don't anyone ask Claire Dunlap how she liked the first few days of her vacation in the "deep south", but we'll give you a sketch in a thumbnail. Railway express strike in full swing—no trunks being delivered—temperature in Virginia close to 100 degrees no summer clothes. Procedure: frantic search through the express office. Result: the lost item found among boxes of CHICKEN CRATES—moral of story: Fellow transcription shippers don't overlook the "chickens" when checking misplaced records!!!—especially on THURSDAYS.

Dodger fans will say it was a CRIME they lost the world's series, and Yankee fans like Charlie Hicks will own up to the MURDER. Steve Riddleberger admits that Room 462 was in mourning and desk drawers only half open while Black was what the well-dressed Dodger funeralite was wearing!!!

From the morbid to the bright—the "Blinding Light" (not to be confused with what well known daytime serial) on the seventh floor can be blamed on Molly Levin, of our script department, and Jeannette Bell, Secretary. Both gals are soon to change their names and are currently wearing the NEW LOOK a la engagement rings.

—Marilyn T. Costello

RESEARCH—We start off with a request for attention to the Exchange Corner. Please note Anne Mazzolla's plea. A recent check of the department revealed no less than 21 persons attending school at night . . . And speaking of nighttime we are reminded that the Research Department's Bowling Team would like to have some moral support every Thursday night. Ken Greene, Emil Rohner, Bob McFadyen, Ed England and Howard Gardner have been doing pretty well, so far. And as soon as Ken finds a ball that's the right weight the team expects to mow down the opposition . . . Santa Claus came early in Brooklyn this year bringing Ruth Jaffe a beautiful diamond engagement ring given to her by Fred T.

Berg. According to plans, Ruth and Fred will say "I do" on December 20th. They're off to a good start with a three room apartment and a car . . . Charlie Squires has been named Secretary of the Radio Group, American Marketing Association it was announced recently . . . Edward Birsner former pilot of a P-51 has joined the Graphic-arts boys in 799. Ed had a real thriller one day when on ground gunnery practice. He shot a burst of bullets into the target only to have them ricochet back into the planes' oil system. He believes this is the first time a pilot ever shot himself down . . . Was surprised to discover a hidden talent in Graphic; Roy Anderson is a gifted organist and is continuing his organ studies to achieve greater perfection. Will Zurflied's dog, Mr. Jones, had his first posing job recently and will appear in the December issue of Harper's Bazaar . . . The display prepared by the Research Department for the NBC Atlantic City Convention has been set up in the Circulation Division and anyone interested is invited to drop down for a look-see.

—Will Zurflied

TELEVISION

We rolled out the welcome mat for June Kohart new secretary to the famous combine of Elwell-Wade-Rose. Betty Orr left us to join the ranks of RCA and Helen Bishop now occupies her desk as secretary to that man of distinction, N. Ray Kelly. Helen Rachel, Terry Gurbach and Adrienne Luraschi attended the Rodeo the other p.m. and still talk of it in glowing terms. Maybe they'll try out some of the stunts on the Central Park horses. Marion Dormann Lehman and the stork had a little conference the other day and decided on a six pound baby girl named Margaret. Mary Alcombrack managed to squeeze out one more Indian Summer weekend at the Jersey Shore. Our girl-about-town also attended the Rutgers-Princeton game and picked a winner in Rutgers. Ren Kraft, a loyal Illini, was seen cheering wildly at the Army-Illinois game. Tie score—but wait until they play Notre Dame! Pat Gray has finally set December 27 for her white veil and orange blossoms day. We all wish you much happiness Pat. Terry Gurbach has moved over one desk to take Anne Bachner's place as secretary to Noel Jordan while Anne moves in with Simpson and Keith. A newcomer to Television takes Terry's place as assistant to Jack Reber and Warren Wade so here's a big hello to Mimi Wines. We are also greeting Gordon Duff the new stage manager. The telefems and telefellows were out in full force for the party in the Rainbow Room . . . wonderful refresh-

ments and singing. The party was adjourned to that new deluxe nightclub, Ira Skutch's place. A new song that is destined to reach the Hit Parade was introduced. It's an amusing ditty with a comical background and is called "Poor Billy Waterbury lost his House." Keep your eye on this tune.

—Rose Sheeky

PRODUCTION—Among the new additions to television are two Californians Hal Keith in Field Programming and Marilyn Wines a new secretary. The Film Division also has two recent additions Philip Wylie and Vic Borsodi.

The ranks of television are certainly swelling. Noel Jordan's title of "General" has really caught on. The rank was tele-officially bestowed on him by Pat Roche. The story is a long and funny one—anyone interested call the "General." The marriage mart is going to have two new additions in December: Pat Gray—secretary to Warren Wade and in March, film's inimitable redhead Mim Goss. Curiosity has reached a new high in television with the latest addition to Larry Schwab's collection of "miscellaneous" articles. Larry collects anything and everything and just the other day he strolled in proudly with a 50,000 ohm register—what it's for neither Larry nor anyone else in television know—but his philosophy is "you can never tell when it'll come in handy." Paul Alley has apparently given up his bow ties—he just broken out an "elephant" tie—wonder if it's a subtle way of electioneering, but Paul's non-committal. So your guess is as good as ours. I overheard the most priceless remark of the year—"there's nothing wrong with anyone in television programming that 10 years in a sanitarium won't cure"—the dropper of this gem shall have to be nameless for the time being—hmmm, food for thought.

—Anne Bachner

TREASURER'S—Anyone walking in the Cashier's office these days will notice "something new has been added." Our Cashier's are sporting new name plates and they are now being called by name instead of "Hey You" or "Oh Miss." Doris Johnston, secretary to Bill Williams, returned to her desk after spending her vacation in the saddle at Great Barrington, Mass. Speaking of Doris, she is now wearing a sparkler on her third finger, left hand, and there is a romantic story connected with it. Last Spring Margie Doherty invited Doris to her home in Tarrytown for the weekend. Since then Doris has been traveling to Tarrytown every week-

(Continued on Page 7, Col. 1)

PROMOTIONS

William Garden, Noel Jordan and Garry Simpson, former Programming Assistants in Television, have been named Directors.

Florence Meyfohr and Helen Boss hard, Executive Secretaries in Radio Recording, have recently received promotions.

John O'Mara, former Station Relations Day Messenger, is now a Stock Clerk in Engineering.

Annette Bachner of Television has been promoted from her position a secretary to Junior Programming Assistant.

Doris Whyte of Network Sales has been made Script Assistant.

Barbara Bennett has moved from Guide to Assistant Tour Operating Supervisor in Guest Relations.

John Beecher, former Page in Guest Relations, is now Music Library Clerk in Program-Music.

Adelaide Smolen, former Script Clerk, is now a Secretary in Program-Production.

Bette Stein has moved from Senior Music Clerk to Production Director in International.

Leroy Waldron has been promoted from Page to Control Desk clerk in Guest Relations.



WANTED: Honeymoon apartment in Westchester. Willing to pay \$80 per month. Marriage plans depend upon place to live. Call Anne Mazzolla, Ext. 530.

FOR SALE: One 20" Slide Rule in good condition. Price \$10.00. Call Will Zurflied, Ext. 572.

DEERHUNTERS who have luck and like venison but have no use for the hides please call Kennedy Ext. 8459. I want deerskins.

FOR SALE: DC-AC inverter, with voltage regulator. Original cost \$25. Also Admiral Record Changer; original price \$35. Both for \$35. or \$1 for the inverter, \$25 for the recorder. Call A. Lodge, Ext. 404.

FOR SALE: Complete set (3 books) Encyclopedia Britannica Reasonable. Call Gene Alexy, Ext. 631.

FOR SALE: 1946 Mercury 4-door sedan. Phone Don Mercer, Ext. 703.

FOR SALE: 1947 Studebaker Champion 4-door sedan, fully equipped 1800 miles, asking \$2400. Call Keller, Ext. 8437.

(Continued on Page 8, Col. 3)

IT HAPPENS AT NBC

(Continued from Page 6, Col. 3)

end, and lo and behold, her fiance—is none other than Margie's brother. We received a wire from our boss, R. J. Teichner, who is visiting our stations on the coast, and he tells us that Hollywood is still out there. Sounds interesting! We are beginning to think the Army team is favored in our office. At the Army-Colorado game at West Point, the smiling faces of Erna Thomas, Doris Johnston, Margie Doherty and Herb Schumm could be seen cheering Army on, successfully too, since the score was 47-0 in favor of Army. By the way, just as a point of interest to those who care, the two Cashier's windows are in operation now at all times unless otherwise stated.

—M. Doherty

WNBC

Mr. Gaines became the proud father of an eight-pound daughter, Mary Elizabeth, on October 20. Mother and daughter are both doing well and "Beth" will be welcomed home by brother Richard and sister Susan. All of us in WNBC will be sorry to see Mr. Tilenius and Mr. Anderson leave in November but wish them both the best of luck in their new positions. Mr. Tilenius is going to join John Blair & Company, a radio representative firm, as a salesman and Mr. Anderson becomes an account executive in NBC Television Sales. Mr. Provost's right-hand girl, Peggy Breese, has been out for three weeks with a glandular fever but we're glad to hear she's recovering rapidly and that she'll be back with us soon. "The New Look" has invaded Room 416. Michele Lescure and Winni Schaefer are both proponents of the ballerina skirt and cut quite a fancy figure in the office much to the disgust of some of the men who are members of "The just below the knee club."

We welcome John C. Warren new account executive, Lois Cole Promotion secretary and Edna M. Erickson secretary to Don Norman.

—M. Hutchison

NBC TELEVISION NEWSREEL

(Continued from Page 3)



We view the "viewers" (l. to r.) back row: Frank Lepore, Martin Hoade, Jim Pozzi and Dave Klein. front: Chris Nelson, Miriam Goss and Eugene Boesch.

with a current library of more than 5,000,000 feet on hand which must be so indexed as to be immediately available, Vic Borsodi's job as film librarian assumes gigantic proportions. Frank had a story which illustrated the wearing pace and the demands brought on this portion of NBC's Television Newsreel set-up. The department received a "hurry-up" call for a stock shot from the film library of a football player making a placekick. The cross-indexing system is so complete that they were able to delve into 5,000,000 feet of film—5,000 container cans—select the likely can, view the portion required, and send to the customer the film shot requested . . . in one half hour!

In addition to helping with this filing system, Frank assumes the headaches of being Paul Alley's Ass't. Together, Vic and Chris Nelson must remove the film from each can separately, run it through a "viewer", write a complete synopsis of contents—subjects broken into sequences, and described as to footage, source, where it was used and on what date and any other pertinent information. A master "ditto" of each synopsis is made by Borsodi which is then returned to Frank Lepore who further breaks down the category into still other "subject" classifications for cross-indexing purposes.

Vic, on the strength of this final breakdown then orders cards from DUPLICATING, and after these cards are made up Nelson files them in their proper position in the 20 file drawers of this office's system.

This is a routine procedure on each can of film received at NBC Television Newsreel Hqtrs. The can is then labeled for filing and sent to the Film Library proper at 35 W. 45th St.

The bells on the AP teletype rang furiously to announce a news flash. Eugene Boesch, Ass't News Editor, came into the room on the run; tore off the yellow sheet; rushed back with it to his boss, Martin Hoade, the News Editor. By the time I was

able to track Eugene down, Martin was already checking with the NBC newsroom via telephone.

According to the importance of such news flashes, Martin explained, NBC Television newsreel cameramen are dispatched to cover stories. Reaching for another phone he contacted Dave Klein, Ass't Camera-man and driver, to check on the availability of the stationwagon pending the NBC newsroom's go-ahead on the flash just received.

Paul Alley approached from somewhere. "If you're ready to go," he said, "I'll give you a lift uptown." In amazement I realized that five full and furious hours had elapsed. It was seven o'clock, and Paul had completed his work at this address. He was ready to go to Radio City and put on his 8 p.m. broadcast. The rest of the staff would follow in a few minutes, he said.

He explained to me in the cab that from the initial positive viewing of the newsreel he had assembled, he would only see one run-off of the film before airing it. During this "rehearsal" showing he would dubb in the narrative account. Margaret Snider of the Radio City Television staff is telephoned every afternoon to select background music for the film to be shown that night, Alley said. She makes her choice of recordings on the basis of the different types of subject matter and the running time on the screen. For example, he said, film progresses at the standard rate of 90 feet a minute and she must gauge the accompanying music accordingly. Both the records and the script are handed to the engineer in charge of the turntable, and Martin Hoade and assistants cue the music to the picture. While this is going on, Paul added, I am sitting in Studio 5F-A seeing the film on the receiver while I listen to the music through ear-phones. It is then that I fit my narration into the story sequence. In other words, the final sight and sound productions viewed by 100,000 metropolitan area television owners is composed of three elements coming from three different positions—the voice, the music, and the picture—all so channelled as to effect the balanced whole through perfect timing. This method makes re-recording unnecessary and thus saves lots of valuable time.

This complete operation, from film to final showing is accomplished in a matter of hours, in contrast to the several days required by movie newsreels. Television Newsreel is doing all this with a staff of thirteen (13) people!

This isn't a miracle . . . that was a point Paul Alley strongly emphasized . . . it is the result of thirteen individuals racing through their work day at the breakneck speed at which they were operating while I

was there. More than that, however, each of these people by virtue of their experience and love of their work are able to operate efficiently at this pace, and in concert with all the other divisions in the television department. Their aim is to firmly establish NBC as the foremost Television news medium in the world, another "best" in NBC operations.

NEW APPOINTMENTS

Charles B. H. Vaill of Advertising and Promotion has been named Director of Advertising and Promotion for WNBC. He replaces Charles H. Philips who has joined the National Spot Sales Department as an Account Executive.

Burroughs H. Prince of News and Special Events has been appointed Assistant Manager of Operations and will supervise night news programs.

Carl Cannon of Station Relations has been named Promotion Manager for the Public Affairs and Education Department.

Jacob A. Evans of Advertising and Promotion has been named Company Audience Promotion Manager.

Alton Kastner of Press has been named Column Editor.

Herbert V. Anderson of WNBC has been appointed Account Executive in the Sales Division of the Television Department.

Donald Norman of the National Spot Sales Department has been appointed Sales Manager of WNBC.

Murray Harris, who for the past year has been field promotion manager of WNBC, has been named Publicity Director of the station.

NEWCOMERS to the NBC scene include: Leon Pearson, noted newspaper and radio reporter, to the European News staff and Harry T. Floyd, former sales manager of the Princeton Film Center, to Television Sales.



Everyone in the Press Department has been in a celebrating mood recently over the promotions of Tom Knode and Syd Eiges.

The above picture was taken at the "official" celebration for the new Director, and Vice President in Charge of Press.

NBC PROUDLY HAILS DENNY

(Continued from Page 1)

States in three international telecommunications conferences in Atlantic City.

FALL TRAINING ACTIVITIES

(Continued from Page 2)

A revised edition of the Operating Manual has recently been issued to the Reception Staff of the Guest Relations Department. Staff meetings are being held to go over the operations procedures contained in the manual.

CONGRATULATIONS!

(How Good NBC People Can Get)

John H. MacDonald, Administrative Vice President, elected to newly created post of Chairman of the Board of the Controllers Institute of America . . . John MacVane, former war correspondent, now chief of the NBC staff covering the United Nations, awarded rank of Chevalier, French Legion of Honor, by Foreign Minister Georges Bidault of France . . . Kenneth Banghart, NBC staff announcer, named national winner of H. P. Davis National Memorial Announcer's Award for 1947 . . . Martin W. Wilmington, research analyst in the Planning and Development Division, appointed to teach evening course in Business Management in the Economics Department at Brooklyn College . . . Merrill Mueller, NBC London Bureau Manager, appointed Honorary Officer of the Order of the British Empire.

SUGGESTION WINNERS

Eight Suggestion Awards were made during the month of October totaling \$85.00. WHERE IS YOUR SUGGESTION?

Alfred G. Webber of Radio Recording won the top award of \$15 for suggesting an improvement in the construction of the wagon used to transport records to facilitate handling and minimize breakage.

Ethel Gilchrist of Advertising and Promotion, recently transferred to NBC San Francisco, was awarded \$10 for her suggestion to assist with traffic directions in the halls.

Bernard Isbitsky of the Engineering staff at Bound Brook won \$10 for suggesting a protective shield for the control panel at the transmitter.

Chester Hill of Program-Sound Effects won \$10 for suggesting that sound demonstration training be handled by the technicians.

A double-barreled suggestion won \$10 each for the joint idea mem. Arthur J. Lindstrom and Thomas V. Bolger of the Bound Brook transmitter suggested helpful technical data.

Dwight T. Worthy of Press was awarded \$10 on a suggestion for improving ventilation in the Television Press Room.

Joyce Tyrrell of Research won a \$5 award for suggesting a directional sign to assist strangers in making an exit from the Research labyrinth.

Gilbert Wohl's idea won him \$5 and concerned making the NBC Digest subscription blanks available to visitors at NBC.

INTRODUCING



Virginia Smily

It's a pretty "tough" assignment, writing about oneself. I'm doing it purely for identification purposes. This is your new *Chimes* Managing Editor.

We need your help; your ideas. What do you want in *Chimes* each month to entertain and inform you? What are your criticisms? Your suggestions for improvement?

Look for me on the elevators, in the corridors, at the Bulletin Boards, or in Room 512, Ext. 462. Call any time. I want to meet you and know what you think.

The theme for our next issue is SUGGESTIONS. Think and Win \$\$.

RETIREMENT PLAN

(Continued from Page 2)

receive statements every two years of the accumulated annuity purchased for you and the amount will increase each period.

Q. Several persons in my department contribute about the same amount to the Plan each month. Why hasn't the same amount of annuity been purchased for each of us?

A. The amount of annuity purchased each year for each employee is determined not only by the amount of contribution but by the age and sex of the individual as well.

EXCHANGE CORNER

(Continued from Page 6)

FOR SALE: Quantity of Model Railroad equipment (HO gauge) including completed cars, kits, rail, buildings, etc. Very reasonable. Call Ed Watkins, Ext. 543.

WANTED: 2½ or 3 room, unfurnished apartment, vicinity Long Island or Manhattan. Ceiling \$45. mo. Call Bob Holt, Ext. 8208.

WANTED: Information on available apartments, houses, rooms, etc., furnished and unfurnished. Please call EMPLOYEE SERVICES, Ext. 147.

FOR SALE: Standard baby crib and high chair, both in excellent condition. Reasonable. Ext. 148.



What the well-dressed businessman should wear is demonstrated (l. to r.) by I. E. Showerman, Vice President in charge of the Central Division; Sidney N. Strotz, Vice President in charge of the Western Division; Frank M. Russell, Vice President in charge of the Washington Office; Niles Trammell, President; Frank E. Mullen, Executive Vice President; and Easton C. Woolley, Director of Stations Departments. The candid camera caught this group of members of the NBC Management Committee at the Sedgfield Inn, Greensboro, N. C., during the four-day annual conference, October 9-12. At two daily business sessions thirty-four officers and department heads discussed a wide range of company problems, plans and policies.

PUBLIC SERVICE CHANGE

(Continued from Page 1)

insure fair and impartial presentation of significant opposing viewpoints. During political campaigns when time for political parties is allocated on a commercial basis, the Sales Department will be responsible for booking, in accordance with previous practice.

B. *The Organizations Division*, which will be responsible for maintenance of liaison with religious, educational, professional, business, labor, agricultural, social welfare and other organizations and groups to insure effective cooperation with their public service activities and objectives.

Ken R. Dyke in announcing the department's redesignation disclosed the following appointments:

Dwight Herrick, Operations Manager, Public Affairs and Education Dept.; Margaret Cuthbert, Manager, and Jane T. Wagner, Assistant Manager, Organizations Division; Doris Corwith, Manager, Talks Division; Sterling Fisher, adviser on public affairs and education.

A Public Affairs Board was also named to assist in the initiation and accomplishment of NBC's Public Affairs and Education objectives and to insure coordination of all departments affected by these operations. Included on the Board are:

Chairman—Ken R. Dyke, Administrative Vice President; William F. Brooks, Vice President in Charge of News and Special Events; Thomas McCray, National Program Manager; Sterling Fisher, Adviser on Public Affairs and Education; William McAndrew, Assistant to the Vice President—Washington; Dwight B. Herrick, Operations Manager, Public Affairs and Education Department. Dr. James Rowland Angell, president emeritus of Yale University, and a member of the NBC Board of Directors, will continue as public service counselor working directly with Niles Trammell, NBC president, and Gen. Dyke.

Steno's we need

To type and transcribe

Every day—from nine to five.

Nimble beginners

Or capable scribes,

So send in your friends to room 505.

WANTED



Chimes

NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

JANUARY • 1948

VOL. 5 NUMBER 10

SUGGESTION AWARDS REACH NEW HIGH: \$700 IN BONDS TO KELLY, WEIBEL, FREY

New Money-Making Plan Disclosed for '48

An expressed wish of Niles Trammell came true late in December when he was given the opportunity to award one \$500 and two \$100 Savings Bonds. To Pat Kelly, Announcing, went the \$500 Bond in recognition of an important suggestion which has resulted in increasing the efficiency of program switching operations; and to Albert Frey and Walter Weibel of Traffic, Bonds amounting to \$100 each, for their joint suggestion which has resulted in substantial savings in costs of sustaining traffic procedure. In June of last year, Weibel and Frey were each awarded \$50 on the condition that additional recognition would be given after their suggestion had been put to a six-month test.

In the May, 1947, issue of *Chimes*, Mr. Trammell said, "I am looking forward to the day when I can present somebody with an award of \$500 or more for an accepted suggestion. I hope the company will be called upon to pay out, not \$1,000, but \$10,000, for good suggestions in 1947." Although the total awards did not reach the \$10,000 figure, there was a marked improvement over 1946 when the amount paid out was \$1,090.

An innovation was effected with the awarding of a \$50 Bond to Sam Kaufman of the Press Department for submitting the greatest number of acceptable suggestions (10) since the beginning of the Suggestion System in 1941. A \$25 Bond was also awarded to Margaret Hadley of the Traffic Department for submitting the second greatest number (8) since 1941.

During 1948, a year-end award of \$50 will be given to that employee who submits the most acceptable suggestions during that year, providing the number is four or more. In the event that no one attains a total of four during the twelve months, no award will be made until the following year.



Pres. Niles Trammell presents \$500 Bond to Pat Kelly of Announcing, as Albert Frey, (left) and Walter Weibel (right) look on.

"COME TO THE AID OF THE PARTY"—A. A. THEME FOR THE FEBRUARY 13 DANCE

The Athletic Association, that dynamic group of recreation-minded NBC employees which provides us with all our funning throughout the year, is now in the midst of another big hit for the current year of 1948—a combination Valentine-Coronation-Cocktail Dance at the Plaza, Feb. 13.

Coming at the peak of its membership drive and its election of officers, the affair is destined to be a huge success. All NBC people are invited to be there and join in the gaiety, when the results of the balloting which is now underway will

(Continued on Page 7, Column 1)

"STOP, THINK, LIVE!"

These words hit me right between the eyes one day recently when I went into Mr. D'Agostino's office to pick up an item for *Chimes*.

In bright blue letters, the amazing little message stood out alone in the middle of a small bulletin board. I had never met Mr. D'Agostino until that day, but I noted that the inscription on his door said, "Joseph D'Agostino, Liaison Engineer." He was talking on the 'phone as I stood there with my eyes glued to the board.

After a moment he hung up. "Not as large as the regular boards, is it?" he asked smiling, "but the contents bear a terrific significance among engineers." He then went on to tell me about an intensive safety campaign which is in progress now, and will continue for three months—not only for our engineers here in New York, but for all NBC engineers everywhere. He was quick to point out that violation of the Safety Rules is not tolerated by NBC, because in any violation, the offender is not only risking his own life but those of many others as well.

"You see," he said, "this nationwide program for engineers is directed at keeping the importance of safety uppermost in their minds; to teach them to *think*, for after all, no mechanical device ever invented can do the job without never-failing vigilance on the part of the individuals involved. In this game there are few accidents that can be repeated. It's usually just once—and it spells 'fatality.'

"Each and every new engineer is required to take and pass a three-hour

course in First Aid and Resuscitation; learn NBC's Safety Rules and Regulations; and go through a period of practical demonstration in the plant."

All this time my interest was increasing until I finally broke in and asked where I might see one of these practical demonstrations. I had never seen any really high-voltage equipment, I said, and so, like many other non-technically minded people, safety regulations had always been just like having to eat turnips when I was a child—because they were good for me.

Mr. D'Agostino didn't answer this one. He picked up the 'phone instead and called John Flynn, Station Engineer at the WNBC Transmitter in Port Washington. Briefly he explained that he was sending a "likely student prospect" out to see him the following day. Yes, and that she was a girl, and honestly wanted to watch the safety measures in effect so that she could try to impress others of the stress NBC engineers put on proper precautions.

Well, I kept that date with Mr. Flynn in snow almost up to my bootstraps, but what a revelation it was! Over coffee and fruitcake in the Transmitter's cozy kitchen (always stored with food for those isolationist engineers whose job it is to keep the operation of WNBC sending gear so smooth that the listening public can receive its favorite pro-

(Continued on Page 2, Col. 3)

Hey! Aintcha Got No Friends?

NBC really wants to know, because so many good beginning typists and secretarial jobs are going to naught. Your unselfishness to your friends who *might* be interested, and to your company which *is*, will put you in solid with both. Call Personnel for an appointment, Ext. 363.

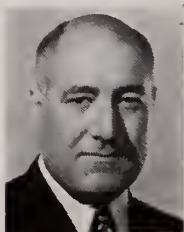


C. W. Phelan, Broadcast Maintenance Engineer, Discusses Latest Safety Poster With Stella Saltys, Secretary to Joseph D'Agostino. Every Week Similar Hit-Home Reminders Are Sent To All NBC Engineers To Encourage THINKING FOR SAFETY.



CORINNE PEARSON, *Editor*
VIRGINIA D. SMILY, *Managing Editor*

FRANK E. MULLEN ON THE FUTURE OF NBC



Frank Mullen

On September 13, 1926, RCA published a newspaper advertisement which announced the formation of the National Broadcasting Company, Inc. At the beginning of the copy was the statement that the principal purpose behind the creation of the new network was to provide the best programs available for broadcasting in the United States of America.

In 1947, NBC programs continued their dominance in national rating and listener polls. The Hooper survey, for instance, showed that in November the seven most popular programs on the air were all on NBC. In the same period 33 of the top 50 programs were on NBC.

In 1926, the ad went on to say, there were 5,000,000 homes equipped with radio receiving sets and there were 21,000,000 homes remaining to be supplied.

In 1947, according to our Research Department, there are in the United States 66,000,000 receiving sets; 35,000,000 of which are in homes.

The ad specified that NBC would not only broadcast programs through station WEAJ (now WNBC) but would make them available to other broadcasting stations throughout the country so far as it might be practicable to do so.

In 1947, eight new affiliated stations were added to the network, bringing the total to 167.

In 1926, RCA "hoped that arrangements may be made so that every event of national importance may be broadcast widely throughout the United States."

In 1947, the News and Special Events Department alone scored a number of outstanding achievements, among which were: The exclusive beat of Henry Cassidy when he gave listeners the first report out of Moscow on the Foreign Minister's Conference; the first direct radio pickup from the U. S. Coast Guard Cutter Bibb, as it engaged in the rescue of 69 persons aboard the Bermuda Sky Queen when it was forced down at sea; the complete coverage given the Texas City disaster and the first network broadcast direct from a legislative committee room in Washington during the Greek-Turkish aid discussions.

In 1926, the ad stressed that RCA wished to provide machinery which would insure a national distribution of national programs and a wider distribution of programs of higher quality. "If others will engage in this business" it went on to say, "the RCA will welcome their action, whether co-operative or competitive."

Today there are four nationwide networks competing for the attention of the public. Broadcasting has been improved by that competition—in quantity, in variety and in quality.

In 1926, that significant advertisement spoke confidently, but modestly about the dream for the future of NBC. It contemplated mistakes; asked for the help of the public. It promised that the new broadcasting company would be an instrument of great public service.

And so the story has grown on through the years; the dream has been thoroughly realized and another still greater one is at the peak of its materialization this year of '48. That dream, unheard of in 1926 is, of course, Television. NBC's 1948 advertisement in the New York Times, and in newspapers all over the country, concerns the new NBC Television network. It tells about four stations that currently comprise the network, as well as two more that will be on the air shortly. Additional NBC stations in Hollywood and Chicago will serve as key points for two more regional networks, leading toward the goal of nationwide network service. Today there are 70,000 television receiving sets, and with multiple viewers per set NBC Television programs will be available to an audience of millions.

The NBC 21-year achievement has been far greater than the original promise, and our growth-curve shows no signs of leveling off. The promise of the future is even greater than the promise of the past; and it is a promise of increasing responsibilities and opportunities for every individual in NBC.

NBC DRIVE FOR SAFETY

(Continued from Page 1)

grams *par excellence*), the very affable John Flynn told me about the typical lives of the radio engineers and reiterated their tie-up with Safety. We then walked together past the transmitter units which are accessible for repairs only through metallic grilled doors. Stopping in front of one such cage, Flynn said, "Now take this one, for instance. Supposing something goes wrong. The engineer has to make a repair. Theoretically the opening of this door would insure the engineer's safety, because all of the transmitter unit doors are equipped with interlocks..." I must have looked a little blank, for he said, "Interlocks are merely a series of switches and relays which automatically cut off the power in the particular unit to which that door serves as entry... very much like the light in your refrigerator at home—but in reverse. When the transmitter door is opened, the power goes off, whereas the light in your refrigerator goes on. Now, I started to explain theory, but theory has no place when lives are at stake. Mechanical relays and switches are subject to jamming or sticking, and then there is the condenser. Condensers in electrical circuits sometimes have the habit of holding an electrical 'charge' that can be dangerous. This is where the grounding stick comes in—to take away and ground this 'charge.'"

I looked at the cane-like device suspended there and saw it to have an insulated handle with a bronze tip. Mr. Flynn explained that it was connected by wire to an electrical ground. "We keep repeating the three steps necessary for 100% safety," he said, as he pointed to various signs posted at crucial points. "They are: (1) Open control (2) open interlock (3) hook grounding stick on circuit that's out." "If we can keep the simple, but all-important rules before the eyes of the engineers at all times and if we can train them to think at all times, we are really in less danger here than you are as you walk down Fifth Avenue in New York."

He then took me through an interesting tour of the plant, showing me the gas masks, the bulletin board like I saw in Mr. D'Agostino's office, the safety kits, fire extinguishers, and all the safety equipment that is always at hand in case of emergency.

Twice a year, I was told, in all NBC's Transmitters throughout the country the Red Cross Director from the particular district where the Transmitter is located, calls to give a prescribed course in First Aid procedures and safety rules. Many

(Continued on Page 7, Column 4)

ADDITIONAL SUGGESTION WINNERS ANNOUNCED

At the recent meeting of the Suggestion Committee, sixteen NBC employees benefitted from their ingenuity in submitting ideas for the betterment of company operation.

Charles Beardsley, Engineering won two awards during the period one in the amount of \$25 for proposing that lockers for microphones be placed in the studios or in strategic locations in the studio section, and \$10 for suggesting that the movable steps leading to the floor of the stage of Studios 6A and 6B be changed.

Robert Potter, Engineering, is \$25 richer for suggesting the use of a reel jack for reeling and unreeling cables in Television.

Michael Gilligan, Engineering won \$15 for suggesting that employees be brought up-to-date on "what to do in case of fire."

Ten awards in the amount of \$10 were earned by the following:

Joan DiMiceli, for advocating the use of guide marks on letterheads and billheads when mailed in window envelopes; Emmie Hill, Research, for suggesting compilation of "Famous Farewell Notes" from the *Believe It Or Not* program; Philip Hirsch, Research, for his idea that all inter-office mail boxes should be marked with standard "in" and "out" labels; Max Jacobson, Engineering, for recommending an addition to guides' explanation of the 5th floor exhibit; Charles Soden for suggesting that flashlights be provided GR attendants for viewing room; A. M. Caramore, Traffic, for a suggestion to better delay broadcast procedure between Stations and Program Departments; Stanley Crabtree, Engineering, Boun Brook, for recommending the issuance of First Aid entry books a transmitters; Jean Milligan, Station Relations, for suggesting that sign be posted over drinking fountain asking people to avoid throwing waste into them; and Agnes Sullivan for ideas on how to improve the Training Squad information program.

Winners in the \$5 category were Mary Ruiz, Press, for advising the signs be posted at 5th Ave. elevators indicating staircases are locked after 6:00 p.m.; John Curran, Guest Relations, for suggesting that the words "Complimentary—Not To Be Sold" be printed on face of broadcast tickets to ward off sale of them and Rose Sheeky, Television, for recommending the change of wording on tickets so as to differentiate between television and regular broadcast tickets.

START THINKING!
MAKE YOUR IDEAS PAY!

DID YOU KNOW THAT

- NBC is the only net to which 10 per cent or more of the radio families in every county in the U. S. listen at night?
- During 1947, 38,416 hours of program material were originated in the combined studios of the seven NBC offices and in "outside pickups." These included: 20,877 hours of live talent; 15,270 hours, recordings; 2,214 hours of "nemo" or out-of-studio pickups?
- Excluding performing talent, 2,576 persons are employed by NBC, and 30,966 persons applied for jobs during 1947?
- The network's Information Dept. handled 165,000 letters and phone calls during the year, exclusive of mail addressed to specific programs?
- 3,074 talent prospects were interviewed during last year? 190 passed acceptably and 26 were used on programs?
- Eight new affiliates were added to the network, bringing the total to 167?
- News and Special Events Dept. scored 21 major exclusive news beats?
- 45,000 persons participated in the audience reaction tests of NBC programs conducted by the Schwerin Research Corp.?
- Average number of stations used by network advertisers was 134, as compared with 127 in 1946?

SIGNED ARTICLES BY MESSRS. TRAMMELL, MULLEN, AND EIGES IN ANNIVERSARY "VARIETY"

The anniversary edition of *Variety*, out this month, carries signed articles by Niles Trammell, Frank Mullen, and Sydney Eiges, NBC executives.

Mr. Trammell, writing on "48 To Test Ability of Industry to Unite," states that "My one hope for 1948 is that my fellow broadcasters will not let their listeners down on the matter of the industry code . . . The position of NBC in urging the adoption of the original NAB code is well known to the industry. Our aggressive position on this question was a natural evolution of our own experience. Since our very inception, we have maintained the highest standards to insure against over-commercialism, broadcasting excesses and bad taste. We have prospered under our own code. In fact, the more stringent our own regulations of conduct, the more secure our economic position has become. We know a code will work. That's why we champion it for the entire industry."

Mr. Mullen looks at "Television as Hypo to U. S. Standards of Liv-

ing" in his message. "In plain dollars and cents language," he writes, "television bids fair to be a \$500,000,000 industry in the next year, with its prospects soaring for the years ahead. As the multi-billion dollar industry into which it will develop, television will have a marked effect on the American economy, by providing new markets hitherto undreamed of for new products which will raise to an even greater level our already high standards of living."

Sydney Eiges, NBC Vice-President in Charge of Press, emphasizes the point that "Radio Publicity Needs That 'New Look,' Too." "The day has come for the radio publicist to get his ears up above the mats and glossies, the late program corrections and bios, the program logs and the feature stories, and the other phenomena of his craft and give a good listen to the product he's publicizing. If he doesn't find a new dimension for his job, I'll eat my certificate of appointment as a vice-president in Fred Allen's acidulous presence. That, for my money is the 'new look' in radio publicity today. And those of us in the craft who don't wear it are out of style."

NBC RATES FIVE STARS IN "TIMES" HONOR ROLL FOR 1947

Radio Accomplishments for the year just passed were recently placed on the *New York Times Radio Honor Roll for 1947* by Jack Gould, that newspaper's Radio Editor. The list was drawn with two main points in mind: (1) the person, station, network or program made

a contribution which for the reasons cited was fresh and distinctive; (2) the contribution came within the calendar year.

MUSIC: "Arturo Toscanini's memorable rendition of 'Otello' stood alone."

COMEDY: "Amos 'n Andy." "In their half-hour version of 'Amos 'n Andy,' Freeman Gosden and Charles Correll, steadily have welded their offering into an exceptionally diverting whole, providing in their leisurely way more solid laughs than most of their frantic competitors who work solo."

CHILDREN'S PROGRAM: "The Saturday morning line-up of youngsters shows on Station WNBC was the major local development during 1947 in a field still fraught with more controversy than action. The Saturday series boasts variety, education values and, perhaps most important, an opportunity for participation by child listeners."

INDUSTRY LEADERSHIP: "Niles Trammell, NBC president, proved to be one of the few broadcasters with the courage and vision to realize that the industry must adopt a code of substance to curb excessive commercialism on the air. That few of his colleagues had neither the determination nor the fortitude to meet radio's most critical issue constituted much the most dismal page in the year's record."

TELEVISION: "The video art made truly enormous strides during the year, both technically and programmatically. Displaying much the most professional know-how was NBC, both for its coverage of the Joe Louis championship fights and its constantly improving dramatic presentations."



Raymond F. Guy, NBC manager of radio and allocation engineering, (second row, center) with F.C.C. delegates and industry advisers at Havana conference. Preliminary to the meetings to be held in Montreal next August at which broadcast channels will be assigned, a series of conferences were conducted recently in Havana, Cuba to reconsider the NARBA (North American Regional Broadcasting Agreement) between the U. S., Canada, Mexico, Cuba, Haiti, Newfoundland and the Dominican Republic. In 1937 a treaty was written by which the countries' rights to particular frequencies and their power were delineated in an effort to lessen long-distance interference. The pact was to be renewed in ten years, but due to the War, an interim one was put into effect for three years. A new treaty will be drawn up in August at the Montreal meeting at which, representing NBC, will be Raymond F. Guy and Charles Denny.

MOTION PICTURE DAILY GIVES NBC TEN TOP HONORS IN POLL FOR FAME

NBC received ten first-place honors in the 12th annual radio poll conducted by Motion Picture Daily for Fame.

For the second successive year, NBC's Fred Allen was voted "Champion of Champions" by the radio and magazine editors, critics and columnists of the U. S. and Canada who participated in the balloting. In addition, Allen was voted "Best Comedian" and his show received first place in the "Best Comedy Show" classification. The other NBC program which received first place in more than one category was the "Fred Waring Show," voted "Best Daytime Program" and "Best Musical Show."

Other first-place winners were Fibber McGee and Molly (Best Comedy Team), James Melton (Best Male Vocalist, Classical), Arturo Toscanini (Best Symphonic Conductor), "Truth or Consequences" (Best Audience Participation Show), and Bill Stern (Best Sports-caster).

AS WE GO TO PRESS

Station WEAT, Lake Worth, Fla., now owned by former NBC Program VP Clarence Menser, went on the air on Jan. 15, the 168th NBC Affiliate . . . Temporary radio relay link between Philly and Baltimore to relieve congestion of Television circuits southward from New York, nearing completion . . . First major agreement ever made between a television organization and a leading film producer effected between NBC and Jerry Fairbanks Productions Jan. 14. Films will be made primarily for television showing and will incorporate special film techniques developed by Fairbanks . . . Belated: Dec. issue of *Cosmopolitan* contains an article by Muriel Morgan, Station Relations, entitled, "Sign Here, Please," having to do with N. Y.'s Senator Seymour Halpern and his incomparable collection of autographs . . . Word received from Ethyl Gilchrist, NBC employee since 1936. Seems she arrived in San Francisco just in time to manage campaign covering change of call letters of KPO to KNBC . . . January issue of *American Magazine* names Ben Grauer "Radio's Handiest man." . . . says in part: "If you've never heard his voice, consider yourself a Museum piece . . ." . . . January NBC Digest in circulation. Excellent reprints. Don't miss it . . . Dick Hooper, former Promotion Mgr. for RCA Victor, joins NBC as Mgr. of Television Exploitation.

It happens at NBC

CONTINUITY ACCEPTANCE—

Like Topsy, our department has just "grewed and grewed." Now we are responsible for the clearance of Television scripts and commercials, and for this new and interesting job we welcome Dorothy McBride, formerly of Script Routing Department. Dottie is no stranger to us as we have worked in the same room with her for the past five years, and she really seemed like a member of our department.

Fifi Kerr is back with us temporarily, as replacement for Carl Bottume, who is away at present on a leave of absence. It's good to have you back again Fifi, even though it is only for a short time.

—Kay Henderson

ENGINEERING

AIR CONDITIONING—Robert Fyffe has just returned from a trip to Scotland, where he had a grand visit with his mother.

Well! Well! Will wonders never cease? Mac has brought back an eight-point, 140-pound buck deer from his annual hunting trip, instead of the usual long windy hunting story.

—H. McConaghy

FACILITIES—The Construction bowling team continues to demonstrate championship caliber, but it fails to win points. Pete House was overheard checking up on A.A. membership standings in an effort to substantiate claims of default. It seems to us the final game of last season was beclouded by similar technicalities.

The annual Christmas luncheon in 517 turned out to be the usual cheerful chatter session. Some of the "kids" are getting into the adult class, but there are new small fry to use up the scratch pads, try out the dial phones, and raise the roof. Yakyak and hubub, meet old friends and greet the new. It was a very satisfying affair.

Reunion in 517 came just before Christmas with the return of the shock troops from Washington. Messrs. Rojas, Nolan, Castle, and Dustin got the Washington television film plant into operation in time for the holidays.

Messrs. Rackey and Keowen are in evidence again after an absence of several weeks during which they made surveys and prepared basic engineering plans for further expansion in Hollywood.

There have been changes in the few months since we last wrote. Joe Gilligan, Jane Kenny, Frank Summers, Dave Moloney, and Bob Barnaby now hang their hats in our closet, augmenting the Audio-Video

Facilities Group.

Alma Brogan recently made a three-bagger going from Clarke to Hanson to McElrath in record time. Rose Mary Du Bois covered First base and Martha Carlson covered Third while the play progressed. Peggy Conroy filled in at Second. We hardly had time to get acquainted with Martha.

Dave Doloney has been in and out of Audio-Video so often that it began to look like the old shell game. We hear that he is officially a "regular" with Audio-Video now.

—Gordon Strang

GENERAL SERVICE

BUILDING MAINTENANCE—Well, it's definite! Mike Clancy is our leading No. 1 glamour boy, what with all those pictures popping up here, there and practically everywhere. Wish we could show you the one posed with "Uncle Jim"—such innocence (or what have you), but then, they tell me he's plastered all over the walls of the Honeymoon in the New York Office. What am I saying? Our Mike plastered? Something wrong here.

It seemed for a time our gay bridegroom, Louis Anderson, was going to offer stiff competition but he's so high in the clouds these days. Well...

We were given an unexpected surprise the other day by our own Don Meissner, whose recording of "The Lord's Prayer," and "Yours is My Heart Alone" was an exceptionally beautiful musical treat. It's really something to boast about, and I do mean BOAST!

Sorry to hear George Monahan and Valerie Sparks are ailing. Hope you'll be feeling much better soon. Cheerful Johnny Marrigan is back at his desk and it's certainly good to have him back.

Frank Heitman extended extremely gracious invitations—which were just as graciously declined. Never know about those electricians—may get their wires twisted and a "hot seat" results. Just can't be TOO careful about such things!

Talk about a hot tip on a "favorite nag," the telephone gals are still musing over the questions hurled at them over the "Ameche" during the Miss Hush contest, which caused quite a stir; so much so that Lorraine Decker found herself saying, "This is the National Broadcasting Co.," aloud one night instead of her prayers. Many offered to "split" for a "hot tip." Others guessing Miss Hush's identity after it became public knowledge felt they should share in the winnings. These gals are finding themselves saying, "Miss Hush"

in their sleep so that if they say, "Sorry, we don't know who Miss Hush is," please excuse.

—Mary Heller

STENOGRAPHIC—Wedding bells are ringing in Steno! Jane Gundrum left us at the end of December to tie the knot with Hugh "Buddy" Rone, who is associated with the Pennsylvania Railroad. Nancy Gentile has finally found a 3½ room apartment, and will follow her plans through for a February wedding.

The one tragic note that marred the holiday spirit in Steno., was the passing away of one of our former co-workers, Antoinette Terry.

—Harriet Hirshkorn

GUEST RELATIONS—The Holidays are over and the network is buzzing with activity, and likewise GR. After a delightful Christmas and a rollicking New Year, the members of GR are looking ahead to the New Year. But there are some who would prefer to look back; and for good reason. I refer to NBC's top bowlers of 1947. It may not be news that GR holds the league lead, but at any rate a commendation is in order. The star of this year's team was its coach, Tom Baricak, and leading the victorious eight was Bob (Shooter) Sharpe. Regardless of the prowess of coach and captain, a team must have men and a victorious team must have good men. Such are the men whose names follow: George Flood, Nick Kramer, Max Russell, Frank Surowitz, Norman Survis, and Ray Chambers.

With the coming of the New Year we see new faces and so you may be able to say, "Howdy!" when passing, I would like to introduce to you Allen Newman, Charles Pothand, James Schaeffer of the Page Staff and Thomas O'Brien, and John Naughton, new to the Tour Division.

We were very happily surprised by a letter from one of the Department's own couples the other day. It was from Bob and Eileen Crosby. They are doing fine down Texas way, eating tamales and chili and riding horseback for dessert. Bob said that his only fear was that he was losing Eileen's love to a very cute white burro. Bob likes his job as staff announcer for an El Paso station very much and sends a word of encouragement to all announcing hopefuls... another of Pat Kelly's boys to make the grade.

The love birds are cooing again for as I write these words, I can foresee a rosy future for Bob Wilbur and his new bride Shirley Gee. Bob's job as cashier is making change, but, on New Year's Day, Bob varied from usual routine to making permanent.

—John Casey

INTERNATIONAL—Just as we predicted, the walls are down and the

Voice of the United States of America is singing "a capella" in 410. Our expansion program expelled Cal Abraham and his secretary Isabel Magginietti, from 410. Sympathy was short-lived, however they now occupy air-conditioned room 489. Frank Nesbitt, late lamented member of the English Section, was finally sealed in Cal's office where he reigns as Day Program Supervisor. If you don't know what this is, ask him. He has the answers. Walter Law is the new Chief of the English Section, which makes him one of the busier men in the RCA building—what with a successful children's program known as the Stamp Club, broadcast via WNBC, parts in amateur musicals and all kinds of athletic avocations... Ernst Noth, also of the "don't waste a moment" school of thought recently published his ninth book "Bridges Over The Rhine." He is the first of our Division to have his picture in a Fifth Avenue window. Brentanos had him for a week's engagement. You wouldn't think there'd be much time for poetry in this buzzing choir loft, but Ramos Calhelha of the Brazilian Section has a show called "Poetry Corner" for which he composes the verse.

Tito Leite hopped a plane for a well-earned vacation in his native Rio. Other homing pigeons were Esther Rosenbaum—Chicago, for Thanksgiving, and Carol Martin—Buffalo, for Christmas. Adam Lunoe, loyal subject of the tickers broke loose for a Florida vacation and returned to bury his bronzed face in the world's news.

Birds and Bees department: A future candidate for membership in the International Division weighed in at 9 lbs. and 13 ozs. bearing the name Geraldine Marie Silveira. Proud Pop Silveira handed out the usual cigars for the guys, and candies for the gals. Congratulations.

—Eileen Tobin

LEGAL DEPARTMENT—We hope that 1948 and succeeding years will hold happiness for all the new members of the Legal Dept. to whom we now extend greetings, beginning with Mr. Charles R. Denny, our Vice President and General Counsel, and Mr. David C. Adams, Assistant General Counsel, late of the FCC. We can do little but inadequately echo the sentiments of NBC in general in saying how fortunate we are to have them here.

Our best thanks to Hank Ladner who was a truly splendid Acting General Counsel during the past few months. He has just returned from a brief, but well-earned rest in Texas where he left that plague of all lawyers, laryngitis.

Since September Mimi Barr has been our "gal Friday" and has nearly won the battle of "requisitions."

A vote of thanks, kid, for all the water jugs, desk lights, telephones, door signs, dust rags, etc. Mimi now takes her dictation from Mr. Denny while Betty Park who has taken dictation in India and China will now hear it at NBC from Hank Ladner.

After several weeks' absence Pat King reappeared looking just wonderful and feeling even better. How nice to see you back!

Our other patient, Ed Souhami, left Wickersham Hospital for recuperation at home and while Bea Horn sets a fast pace relaying messages, the number is Havemeyer 4-8513. We hope he will soon be with us.

For the "glad news" department: an alumna, Mrs. Grace Schneider, reports that her son and heir, John Peter, 7 lbs., 7 oz. of remarkable vocal power is available for recordings at any time.

When Virginia Olson departed with our "silvered" wishes for wedded bliss, Pat Roche decided to help solve Television problems from a legal angle as secretary to Bob Meyers. Your loss, Television!

Welcome, too, to Mrs. Thais G. O'Brien, formerly with Mr. Denny at the FCC, who has joined our ranks and adds to the "new look." Yes, we have it, and like it too!

—Elizabeth J. Moloney

PRESS DEPARTMENT — Photographer Maurice Friedlander, as part of his course at the Institute of Film Technique at C.C.N.Y., is writing and will appear in a movie short on "How To Make A Portrait." We hope to see it in the near future... We welcome to the department Roy Battersby, formerly of Associated Press and the International Telecommunications Conferences in Atlantic City, and now assistant to copy editor Leo Hirschdorfer... On the eve of Dec. 16, while most people were filled with Christmas spirit and busy with last-minute shopping, Helene Schuck was at home dying Easter eggs, part of Don Bishop's picture project for a magazine at Eastertime, 1948. Anything can happen in Publicity, eh? Small World Item: A photographer from Copenhagen recently visited our photo studio. While showing him around, and talking of this and that, Art Selby learned that the cameraman had dated the same Danish girl Art had taken out while stationed there with the Signal Corps. Friendly international relations were maintained when the Dane promised to send Art a picture of the girl... Don Bishop had to travel home to New Bern, N. C. over the Thanksgiving holiday to see his first snow of the season. As Don puts it, "I was happy to return to the 'Sunny North'". (Ed. note: said remark was "B.D.A.C."). Ray Lee Jackson and Syd Desfor attended a Christmas party given by radio's Alice

Reinhert and Les Tremayne (Mr. and Mrs. Tremayne in private life.) Admiring the Great Dane owned by the Tremaynes, one of the guests asked how much the dog weighed. Alice answered: "139 pounds." "139 pounds!" gasped lanky Syd Desfor, "That's more than I weigh—and the dog is stripped!" —Roselle Hubel

PROGRAM



Robert Roberts

ANNOUNCING—The Announcing Division has a new member. His name is Bob Roberts... he hails from KYW in Philadelphia where he, his wife, and child left a warm apartment in order that he might accept his New York assignment. Any compassion shown by you who have three, would be appreciated.

Speaking of Bob's, Bob Sherry has acquired a country home in Harrison, N. Y. and is fast becoming a country gentleman... carpentry, lawn tending, etc. (and snow shoveling, the Ed. is sure)... Jack Costello is becoming an authority on tropical fish with the able assistance of his son, Dennis. At present Roger Tuttle, wife, and baby are on vacation somewhere in Florida.

Ken Banghart is back with us after a sojourn in the hospital with a bad throat. The week's rest really did the trick, for Ken's his old self again. Get Don Pardo to tell you the story of the little fellow who has just gotten off the boat and is invited to a costume ball, and wants to rent a costume for the affair, a really good story. —Vince Mitchell

MUSIC — Michael O'Donnell, who has been with NBC in the Music Library for eighteen years, left us last month to take up the post of director of the Music Library of WINS. Replacing him is George Knaus, who comes to our own steel-padded cell from the iron cage in the mail room. George plays saxophone himself, so the look and the sound of music is not unfamiliar to him. Incidentally, George is not his twin brother, Whitlock Knaus, who used to do the mail delivery on the fourth floor for ABC.

Music Library alumna, Kate

Plummer, has been back for a few days, working on new wall decorations for Room 373. Drop in and see her delightful musical gnomes, if you have a moment.

The first commercial recording of any of Bill Paisley's songs has come out—in Paris, no less. Andre Des-sary sings the French version of Bill's "La Carumba" on a Pathe record. —Phebe Crosby

PRODUCTION—A hearty welcome from Production to Joan Mattucci, a new member of NBC who is doing a splendid job rushing to completion the daily master books containing all "As-Broadcast" material. The announcer's "sweetheart," Elsie Ciotti, now with Facilities Assignments, assisting Betty Scott and Audrey Hanse.

Milton Katims conducted the Premiere performance of Don Gillis' "Rhapsody for Harp & Orch." on NBC's Music For Today program.

If you haven't noticed the attractive hair style of Helen Jackson, Betty Fanger and Adelaide Smolen take a "new look"—they visited Peter Pace!

Jim Kovach busily engaged with the Employee Chorus—plans of which are most promising for the season.

During Frank Papp's tour of Europe, he visited 17 countries and recorded approximately 20 hours of interviews with 175 persons, material which will be used in a series of 13 programs now in preparation by the Joint Religious Committee to be distributed to more than 500 United States stations.

We leave '47, reach for '48 and wish you Christmas cheer and an ample supply of whatever you wish, this forthcoming year.

—Bob Wogan

SOUND EFFECTS — Observance around Sound Effects: Manny Segal rushing out after his last show to Flushing.

Frank Di Ciccio returned from his Honeymoon looking full of pep. He sent the new frau to Niagara Falls but he took care of the home, because he had seen Niagara before.

The female members of the Dept. ... Jane Hendrie and Carol Doll... looking very lovely these cold mornings with that blush of winter in their cheeks.

Clem Walters must still be eating that War Food. Everything he seems to eat goes to the Front.

—Frank Loughran

PUBLIC AFFAIRS & EDUCATION—As always at this time of year, the big event in the Public Affairs and Education Department was the Christmas get-together, at which gifts were distributed by our Manager, Dwight Herrick. There was only one sad note in the festivities—Dr. Angell could not be with

us—but he was there in spirit and was uppermost in our thoughts. However, Dwight did an excellent job of substituting for Santa Claus Angell, while Doris Corwith and Marjorie Loeber served the refreshments.

Beatrice Poletti, formerly Dwight Herrick's secretary, left us just before the holiday—and for a very good reason—to become Mrs. Andrew Cochran. Beatrice's farewell was in the form of a cocktail party given by some of her NBC friends in the Rainbow Room. Beatrice expects to live on the campus of Mount St. Mary's College where Andy is preparing for a medical career. Our very best wishes go with Bea and Andy.

We miss Edith Lisle's gaiety and startling sartorial effects. Edith left us to become Secretary to William Webb in Television.

—Marjorie Loeber

RADIO RECORDING—If the gals think they have acquired the "new look" by lowering the hem lines, the men in Radio Recording are showing that they, too, have obtained a certain look by shortening their ties. They aren't spots you're seeing before your eyes while strolling down the seventh floor corridor, but rather Henry Hayes, sporting his newest polka dots. Bert Wood follows suit with his flashy prints, and didja see Don Mercer's latest in stripes! There is no doubt about it—as far as setting the styles this month, we're admitting the "bows" have it. We earnestly hope that Mr. Egner will soon join the parade after fully recovering from a recent illness.

The Ladies' Lounge is gaining great renown as a schoolroom. Knitting classes have begun and the pass word, in case you are interested, is "knit one—drop two." We've been informed that Lily Svenningsen and Carole Tavares do a mean pearl, while Joyce Walsh and June Rogers are racing for the title of Madame du Farge. Instructions in bridge have been started by the Culbertsons of Recording, Rita Ale-vizon and Elaine Simpson. After only playing twice, one of their pupils won top honors in a recent tournament, and although some may call it "beginners' luck" we are blaming it all on the teachers.

Births and birthdays are prevalent this month. Congratulations to George Stevens on another addition to his family and also to Steve Riddleberger and Hank Gillespie who have added another candle to their cake. Although they are getting on in years, the boys look quite "well preserved." We extend best wishes both to Bob Morrison of our Washington office, and Scott Keck of Chicago on their recent marriages.

Telephones are really wonderful—and especially when they don't

ring during office hours. Have you ever needed to obtain information immediately and while frantically dialing, you are all thumbs and your forefinger keeps getting in the way? Just the other day, "yours truly" dialed 695 expecting to hear the usual greeting, but when a voice answered "Mrs. Freedman's wire," I politely hung up, thinking in my great hurry to contact Corrine Steinhardt, that I had gotten the well known wrong number... it wasn't until the same operation was repeated a couple more times that the cloud of haze arose—for you see, marriage does give one a new name. BUT just ALTER the daily routine of things, and how confused one becomes.

Let's do a turn-about and end this month's "platter chatter" with a question. What salesman in Recording recently received a very chummy letter from a station manager and when he looked at the envelope found it was addressed to a MISS! Don't worry Travie, we'll never repeat the story.

—Marilyn T. Costello

RESEARCH

Flash:—New York—Miss Edith Blankmeyer has become engaged to Mr. Gifford Stowell of Norwalk, Connecticut. Mr. Stowell, known as "Cook" Stowell, is a student at Columbia, majoring in psychology... At long last Irene Thorner has sold her ice skates. She feared she might have to keep them and learn to skate anyway. Ed England has finally been given his own private office. A ceremony will be held when his name is put on the glass. Ken Green's division has found itself busier the past few months than ever before and is keeping IBM up to its neck in work for NBC... Welcome, Jack Bard ("The Bard from Penn State") AND Marion Cooper, to the ranks of Research. Jack has joined the Management Division as a writer (he also teaches evening classes in Public Finance at CCNY) and Marion is "figuring" in the Circulation Division. We're mighty proud of our Ed England and Phil Hirsch! Their Television Presentation given at the Waldorf-Astoria on December 10th, was enthusiastically received by the baseball magnates attending the Big Leagues' Conference arranged by Ford Frick, president of the National Baseball league. This data presented by our Researchers assured the baseball execs that television will stimulate interest in the favorite American pastime and as such, create new and wider audiences. Slides of maps and charts illustrating future television stations and potential audiences really made the Leaguers sit up and take notice! The Fontainebleau, balloon-ed and mistletoe-ed was the locale of our Christmas Party, held

on December 22nd. And a gala production it was—with a "Hush" contest, valuable prizes, songs and skits. Our unearthed talent reviewed a day in the life of Research as it would be under Standard Operating Procedure (military, that is) and a "charming" quartette chorused its ideas about Research... Yes, that was a party we'll long remember and our sincere thanks go to the committee and participants who made it a great success.

—Jean Collins

STATION RELATIONS—Mary Jo Peterson and Daisy Abramson are both back in the swing of things after short absences due to illness. I might add that both girls are sorely missed and were welcomed back with open arms.

Muriel Morgan is doing a bang-up job replacing Stan Kunkle who is now working at the RCA Exhibit.

My, what a nice bright and shiny-new assistant Burt Adams has! His name is Steve Flynn and he is a Dartmouth grad plus being "Joe College" personified! Glad you're with us, Steve!

If Miriam Lacomara has enough backbone to wear the sweater she is making when it is finished, I'll take my hat off to her. She certainly has taken a lot of ribbing because of it and I expect the worst is yet to come. Never mind, Miriam, I think the sweater is very becoming.

Ask Jean Milligen what a clerk in a certain cleaning establishment said in reply to an innocent (?) question. Or was it Miriam Lacomara that did the asking? Well, anyhow, the answer is pretty darn good.

I know I speak for the entire Department when I say that Carl Cannon is missed very much since he left to take up his duties in the Advertising and Promotion Department.

Well, the Christmas season is behind us again. We, of Station Relations wish the entire company a wonderful New Year.

Speaking of New Years, how about the Station Relations gang starting it off with a bang by winning one of those grand prizes the Suggestion Committee is giving out for ideas.

That was a rotten break Carl Watson received when the company from which he ordered the album of records for our gift to the affiliated stations got all mixed up. But Carl saw it through with his usual calmness and level-headedness. Nice going!

If you want to see a grand pair of argyle socks come in and take a look at the ones Barbara Bulger made for her "budding lawyer" boy-friend. They're really super!

Santa Claus alias their fathers, was certainly good to Rosemary Deasey and Vivien Carroll, they're

sporting new fur coats and they are really lovely.

It was good to see so many smiling faces as those which were on the faces of our personnel at the cocktail party, everybody really looked as though they were enjoying themselves to the utmost.

—Marion Lucas

TELEVISION

ADMINISTRATION—Nick Kersta's office has two new telepeople in the persons of N. Ray Kelly and Pittsburgh's Elizabeth Dilworth, formerly with Wendell Willkie and the OSS. Betty is a report clerk and Ray is Nick's assistant.

ENGINEERING—Noel Jordan received a package from Ed Wilbur—addressed to him c/o "Television Nut House." We're not as bad as all that—or are we, Eddy? Ed Kahn out surveying with the program people with a blissful smile which means he'll be on vacation over Christmas and New Years—not bad! Three snowflakes fell in New York and started Olly Fulton, Ed Reade, Alfie Jackson and Tommy Lyman discussing their "skiing plans" for this winter. First problem is to get started—second is to get back—last year the boys got caught in a blizzard in Canada and were held up for a few days. Their only complaint was that there wasn't any skiing where they were.

FACILITIES—We note with pleasure Bob Wade's executive look as he sits behind Ray Kelly's old desk. Bob is now Production Facilities' manager.

FILM—For anyone like me who doesn't believe in rising at 4 or 5 a.m., and is interested in what the sunrise looks like over the bay in New York—just call Gene Boesch, Martin Hoade, or Cy Avnet who have been covering ship news for the television newsreel. Guess this early rising is healthy 'cause none of them look any the worse for wear. Welcome to Harry Ferens who's just come into Television Film from Guest Relations.

PRESS—It always amuses this reporter that whenever we call Television Press for some news for *Chimes*, Mary Ruiz, Allan Kalmus and Si Friedman all look blank and say "nothing new."—so—nothing new... with the exception of Mary's short haircut for that new look.

PRODUCTION—The ranks of Television are certainly swelling with the addition of Dey Erban, Marshall Lang, Doug Rogers, Jack Dillon, Barbara Brady and Anita Peyton. When people say Television is a closely knit group, it's meant literally! Mim Godd, Terry Gurbach and

Adrienne Luraschi spent an evening decorating the television offices so that they might look "Xmassy." Terry came up with the bright idea of decorating a clothes tree, since we couldn't have a live one in the office, but space is so scarce that the project was abandoned. Mimi Wine has taken to ice skating in the Plaza mornings, before she comes to work. One of these days we're all going to troupe down there to cheer her on. From our "language department," Hal Keith who's been studying Japanese holding a conversation with Ivan Reiner who answers in Italian... Hal doesn't understand Ivan and vice-versa, but I guess they have fun!

PROMOTION—Another welcome extended to Bill Webb and Edith Lisle who are now exclusively ours and say that they love television. Who wouldn't! They're now in Room 728.

SALES—The merry, mistletoe month of December ushered in cold weather, and some additions to the Sales force. H. V. Anderson, formerly of WNBC and Harry T. Floyd, formerly of Princeton Film Center, moved in and now share quarters with Jack Greene. Joe Milroy, temporarily resides in 9H1 until such a time as we perfect a desk that can be anchored to the ceiling, with a pending secretary.

—Anne Bachner and Rose Sheek

TRAFFIC—We come to Gwen Culbertson who took over the job of Matt Boylan's secretary recently. Gwen hails from Summitt, N. J. Also a big HELLO to Ed Huessler, the new day delivery clerk in Communication.

We hate to lose Peg Conroy, but our loss is Engineering's gain. Peg left us of late to join Mr. Hanson's staff.

If you've heard people from Traffic raving about the new "baby" Traffic has, this is to clarify the situation. After many years of the old gelatin type ditto machine we recently acquired a nice new drum type machine. As of now everyone likes to work the new "baby," but I'm sure as time goes on it will go back to the old routine of trying to get someone else to "run off" the wires.

If you receive a memo from Steere Mathew and you can't read the signature it might be due to the fact that the Steere is entertaining a Chinese General as a houseguest. Seems they're swapping lessons in Chinese cooking for lessons in English. Excerpt from Hamish McIntosh's "Scrapbook of Satire," "Peg Riebhoff has taken up contract bridge... yep, she made a contract with her partner never to play again."

Another welcome mat is laid out. It's for Jim Connor who has been transferred from Communications into Operations. —Kay Collins

WNBC

The Modern Farmer has added a co-worker for those early hours—Wally Butterworth, who will supply chatter and entertainment for you early risers, and the program is now known as TOM & WALLY.

The beautiful blonde in the mink, surrounded by song-pluggers at the entrance to WNBC is none other than our gal, Fran Carlson.

Anyone that's interested in knowing what the future holds for him should contact Peggy Ericksen of our Sales Department. There's no charge—just another public service feature of WNBC.

WNBC's newest program, Room 416, played Santa Claus to a host of New York's neediest children. Gifts have been pouring in and on every file cabinet, in every book case, and any leftover space at all you can find the donations of the program's many listeners.

—Marjorie Hutchison

A. A. DANCE

(Continued from Page 1)

be announced. Tickets for members are selling at \$2.00, while those for guests are going at \$3.50.

Music for dancing in the Grand Ballroom will be furnished by Jimmy Lanin's orchestra and hours will be 5:30 to 8:30 p.m.

The nominating committee, under the chairmanship of William A. Clarke, Room 517, has presented the following slate of officers:

For president: Edward Hitz, Network Sales and Paul Rittenhouse, Guest Relations.

For 1st Vice President: Arch Robb, Program Production and F. A. Wankel, Engineering.

For 2nd Vice President: Corinne Pearson, Personnel and Frances Sprague, Research-General Library.

For Secretary: Jeanne Harrison, General Service and Elaine Simpson, Radio Recording.

For Treasurer: Dan Meissner, General Service and Leslie Vaughn, Controllers.

OBITUARY

Funeral services for Robert Close, 59, Chief Engineer, Air Conditioning, were conducted at the Meyers Funeral Home, Englewood, N. J., on January 14.

Robert Close was a veteran employee, having joined NBC on January 5, 1928. He will be greatly missed by all who knew him.

Surviving are his wife, and one daughter.

"Welcome, 1948" "BETH" GAINES



Extending her arms as if to welcome the New Year, is little Miss Mary Elizabeth Gaines, daughter of WNBC's Manager Jim Gaines. Little "Beth" is really celebrating her birthday—she was three months old on January 20th—and we join with her sister, Susan, 3, and her brother, Richard, 5, in expressing their sentiments, "We think she is just bootie-ful."

PROMOTIONS

Barbara Brady, formerly a cashier in Guest Relations has been promoted to a Record Clerk-Secretary in Television.

Barbara Boyer, now a Secretary in Engineering, from Typist Clerk.

Moacyr Calhelha of International, from Intermediate Writer-Announcer to Senior Writer-Announcer.

Fred Chambers progressed from Regional Expert in the International Department to Head of Section.

Joanne Cottingham, former Clerk in Program promoted to Script Clerk.

Jacob Evans, Advertising and Promotion, from Assistant in Network Sales Promotion to Manager of Audience Promotion.

Leonora Foronda, former Cashier in Guest Relations, to Typist Clerk in Program.

James Graham of General Service has been promoted from P. O. Clerk to Senior Clerk.

Murry Harris, former Field Promotion Supervisor for WNBC has been named Press Manager for the sta. Patricia Hennessy now Talent and Script Clerk in International, was a cashier in Guest Relations.

Robert Holt, from Correspondent in Information Dept. to Jr. Promotion Assistant.

William Kelley, a former Page in Guest Relations has joined the Television Department as a Clerk.

Walter Law, International's former Acting Assistant Section Chief has been designated as Head of Section. Robert Liedje, who was Mail Analyst for Information is now a Correspondent.

George Marshall from Messenger to Recording Clerk in Engineering.

Roland McBain, GR Guide to Inter-

national Dept. as a Jr. Writer-Announcer.

Muriel Morgan, from GR Typist Clerk to Station Relations as a Clerk Typist.

Frank Nesbitt, formerly Head of Engineering Section of the International Department has been promoted to the position of Day Program Supervisor.

Rosemary Pfaff from Guest Relations to Information, as a Correspondent.

Casimir M. Rawski, General Service Messenger to P. O. Clerk.

Emil Rohner, former Senior Statistical Clerk in Research advanced to Junior Research Assistant.

Charles Soden was promoted from Jr. Promotion Assistant in Advertising and Promotion to Promotion Assistant in National Spot Sales.

Joseph Venum of General Service, from Senior Mail Clerk to Senior Clerk.

Richard Welsh, also of GS, from Messenger to Record Clerk.

Edward A. Whitney, International Dept., from Intermediate Writer-Announcer to Senior Writer-Announcer.

The following personnel have received promotions within their respective departments:

Jack Aufricht, Producer Director, of International.

Helen Bishop, Television Sec. Asst.

Alma Brogan, Engineering Exec. Secy.

Margaret Conroy, Engr., Exec. Secy.

Irene Dzikielowski, Executive Secretary of Advertising & Promotion. Mary McCarthy, Television, Secy. Patricia Roche, Television, Executive Secretary.

Olga Schoelles, National Spot Sales, Secretary.

Roselle Svensen, Adv. & Promotion, Executive Secretary.



To James Cody, Controllers, his third son, on December 12. Name: Mathew Raymond. Weight: 8 lbs.—4 oz.

To Frank Burnes, Eng, Television a second child and first son, Dec. 30th. Name: Michael Thornton.

To James H. Van Gassbeek, Ticket Division, Guest Relations, a boy, on January 1. Name: James Robert. Weight: 8 lbs.—5 oz.

To George Peters, Studio Engineering, his first child, a son, on December 7.

NBC DRIVE FOR SAFETY

(Continued from Page 2)

times, too, talks and motion pictures are given.

"Because NBC places such emphasis on SAFETY, we, and I speak for the engineering operation as a whole, have had very few accidents. However, First Aid and Resuscitation must be included just in case one of our number fails to heed his training. We must, in a case like that, be prepared to keep the injured alive until the doctor comes."

I had seen enough in those few hours with Mr. Flynn and with George Graham, Assistant Station Engineer, to have a lesson in Safety driven home to me. There was much more—but it was snowing hard and I had to run. Just as I was saying goodbye, I looked up at the bulletin board to my left. It gave me more food for thought on my trip back to the City. It said: "CARELESS ONE SECOND; SORRY THE NEXT."

—vds



FOR SALE—Electric Mixer (Waring Blender) . . . Brand New. If you won't pay \$39.95—make me an offer. A. W. Rhodes, Research, Ext. 8188.

FOR SALE—Boy's Racing Skates—Unused—Size 8, 11-inch blade. Black shoe . . . \$5.00. M. Barr, Ext. 234.

FOR SALE—Play table, High chair. \$10—also good crib sheets and blankets. Ext. 148.

FOR SALE—Federal Recorder, original price \$100—will sell for \$50. Mike extra. Call Joe Durand, Ext. 211.

HAPPY HOLIDAY — NBC — 1947



The Christmas Season, 1947, was just as gay, just as colorful as NBC Christmases always are. The Children's Party given in collaboration with ABC was, as usual, a joy to youngsters and grownups alike. The play in 8-H, written and produced by Madge Tucker, and staged by Hugh Rennie, was televised for the benefit of the overflow audience, and Milton Cross, as Santa Claus, again caught "Children's faces looking up, holding wonder like a cup." 1300 gifts were distributed which, under the direction of Em-

ployee Services, had been bought and wrapped for the occasion. The tree in the Plaza was an inspiration and the Rockefeller Center Choristers (five of which are NBC employees) sang twice in concert. Carols were sung at NBC by our own Employee Chorus, under the direction of James Kovach. Production, and festive activities were enjoyed by all at the Open House, held by Mr. Trammell at the Waldorf on December 23rd.



NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

FEBRUARY • 1948

VOL. 5 NUMBER 11

BEWARE THE IDES OF MARCH!



Anne Middendorf, *Employee Services*, distributes income tax forms to "Bill" Kelly, *Television*; "Ed" Deming, *Purchasing*; Jeanne Harrison, *General Service*, and Vivian Carroll, *Station Relations*.

Employee Services Take Sting Out Of Annual Income Tax Bogy

Does fatty indigestion wallop you beneath the belt? Are you plagued with hangnails? Falling hair? Do you wake up screaming?

Or are you only having spasms over such things as how many exemptions you can claim in your 1947 income tax filings?

Fret no longer if the latter be the case, for again this year, Employee Services has arranged to have the wisdom and advice of a tax consultant available for all employees. If you are interested, call Ext. 446 for appointment.

FIRST POSTWAR VIDEO TRANSMITTER DELIVERED TO NBC

The first post-war RCA television transmitter to be installed in New York, was delivered to the National Broadcasting Company, it has been announced by O. B. Hanson, NBC vice president and chief engineer. It will replace the present WNBT transmitter atop the Empire State Building.

The transmitter, of multi-unit construction, was disassembled and carried to the 85th floor of the skyscraper for reassembly. It will be in operation as soon as FCC authorization is obtained. There will be no interruption in WNBT's schedule.

NBC-TWENTIETH CENTURY-FOX FILM NUPTIALS ANNOUNCED

First Daily Television Newsreel, NBC Show, Courtesy Camels

Television's first daily motion picture newsreel, produced by 20th Century-Fox's Movietone News, and sponsored by Camels will go on the air, Monday, Feb. 16, over the entire East coast network of NBC.

Spyros P. Skouras, President of 20th Century-Fox, stated, "The entire world-wide resources of Movietone News will be placed behind the newsreel so that television audiences—first on the East Coast, later in the mid-West, and finally on the entire coast-to-coast NBC Television network—will see the finest, most up-to-the-minute news of the world."

AA COCKTAIL DANCE TONIGHT AT PLAZA "... BETTER BE READY 'BOUT HALF PAST FIVE"

Tonight's the night for the triple celebration. In the Plaza's Grand Ballroom, between the hours of 5:30 and 8:30 p.m., all you NBC employees and your friends will have the opportunity to usher in St. Valentine's Day, to hob-nob with the new AA officers and to exude warmth and good fellowship over a cocktail glass or into the ears of the guys or gals you're dancing with to the tunes of Jimmy Lanin's orchestra.

"HORIZONTAL WIPE," is...
...in case you hadn't heard, a new video effect which was introduced on the 9th edition of NBC's "Eye-Witness." This twist peels one scene off the screen to reveal another scene. Got it... "Horizontal Wipe," that is.

The tickets you are holding (\$2.00 for members; \$3.50 for guests) entitle you to admission, dancing, peanuts 'n popcorn, and two beverage checks. Your wraps will be checked and other service given without the usual *pourboire*.

You don't have to be bashful about your dress, for it's an informal occasion. You don't have to be shy if you haven't a special date. With 400 NBC people expected to be there, there won't be much danger of your being lonesome.

See you at the Dance!

BEVILLE, EUGENE GILBERT SIGN YOUTH RESEARCH CONTRACT



Hugh M. Beville, *Director of Research*, and Eugene Gilbert of *Gilbert Youth Research organization* sign contract to invade the youthful mind in regard to listening habits, favorite cereals, toothpaste, etc. Program inaugurated to compensate for other poll experts' lack of info concerning juvenile audiences. Early returns indicate kiddies to be loyal listeners—particularly to NBC's *Saturday morning programs*.

FEBRUARY FEATURE:

NBC Research Dept.

The third in a series of articles written informally to better acquaint NBC employees with the duties and achievements of the company's departmental operations.

Read it! It may interest you! And then again, you may find people you know.

The story, complete with pictures, begins on Page 2, column 3.

NBC "ISAAC WALTONS" BOB TROUT

Former CBS Ace, Sparks New "NBC Television Newsroom."

Bob Trout, 17-year veteran of the radio reporting arena, unqualifiedly an ace, has been weaned away from his mother network, CBS, to NBC assignments for Radio and Television. His first appearance will be on the new Television trailbreaker, "The NBC Television Newsroom," initially heard for the first time Jan. 29 (9:15 P.M., EST.)

Trout comes to NBC with a brilliant record which began as a news writer for CBS in Washington in 1931, and for the next four years served as Presidential announcer for the network.

A transfer to New York, and assignments including the nominating conventions of 1936, 1940 and 1944 established Bob Trout as a top political reporter. In all, his radio reporting has taken him over 250,000 miles, through all of the 48 states, and 20 foreign countries. One of radio's most fluent ad-libbers, he once extemporized for 58 minutes while waiting to describe President Roosevelt's return from a cruise. On D-Day he was on the air 35 times in 48 hours, for a total of two hours and 58 minutes.



CORINNE PEARSON, *Editor*
VIRGINIA D. SMILY, *Managing Editor*

NATIONAL BROADCASTING COMPANY, INC.

INTERDEPARTMENT CORRESPONDENCE

TO: ALL NBC EMPLOYEES
DATE: FEBRUARY 13, 1948

FROM: NILES TRAMMELL
SUBJECT: THIS BUSINESS OF GETTING AHEAD

In the articles I have read and speeches I have listened to about the advantages of our American system of private enterprise, emphasis is placed on the number of radios, telephones, automobiles, bathtubs, electric refrigerators and mink coats in the United States compared with any other country.

These evidences of prosperity are important, and are tangible proof of the soundness of our economic system. No other system can compare with it. State-controlled economies are being tried out in many parts of the world, and all of them have yet to prove that they can provide people with living standards much above a bare subsistence level.

However, we cannot rest our whole case for the American system on the material comforts within reach of the average American family. By present-day standards our great, great grandparents had few comforts. People in this country 100 or 150 years ago were no better off in material things than the majority of citizens of Europe today. They worked ten or twelve or more hours a day, pumped water into a wooden tub for a Saturday night bath, and depended on the Bible for culture and inspiration. Schools were few and far between, and medical service was primitive.

Yet I do not think those ancestors of ours were an unhappy people. They had a zest for living. They were overcoming obstacles and building a new country. The prosperity of America today is based on their efforts and is the measure of their achievement.

In many ways they had a rugged time of it, and we would not want to swap our lives for theirs. But they were able to satisfy the creative urge with which every human being is endowed. They got their reward, not in money, but in a sense of accomplishment, the pride of work well done.

No matter how much money a person earns, he cannot enjoy his job unless he can get out of it the feeling of doing something worth-while and doing it well. In these days of specialization and group effort, it is easier to earn a good living than in the old days, but it is not so easy to acquire the feeling of craftsmanship and individual achievement. Yet without that feeling, no one's life is complete or satisfied.

First, you should believe in the organization you are a part of. Believe that it is rendering a useful and important service. Believe that its goals are worth striving for. If you cannot believe those things, go out and find yourself another place where you can.

Second, you should realize that your individual job makes a definite contribution to the work of the organization as a whole. And it is simple logic that the better your job is performed, the better for the organization.

Third, you should know that the more expert and cooperative you are in your work, the more pleasurable and less tiring it will be. Skill is fun; incompetence is drudgery. Finding happiness in your job is, I suspect, the basic essential to getting ahead in business.

NBC RESEARCH DEPARTMENT

CIRCULATION

Ken Greene, Manager, was out of his office when I called, but I found Willard Zurflieh, his assistant, very willing to help me.

"This division is primarily concerned," he said, "with problems involving the Station Relations Department, advertising agencies, clients, NBC's owned and operated stations—and our management."

"For instance, a large percentage of our work involves the tabulation of BMB data to obtain audience or circulation figures—by specific stations and networks—for our clients and their agencies."

"What ever does BMB stand for?" I asked, afraid to lose a word when I seemed to be following so well.

"Oh, I'm sorry," he laughed, "BMB means the Broadcast Measurement Bureau. It's an organization created by advertisers, agencies, and broadcasters to conduct periodic nationwide surveys of listening habits on a uniform basis. The first study was made in 1946. Of course, we do a lot of work on these BMB figures before a report on any particular problem can be made. A battery of clerks under Elinor Freitag and Aldona Chase are continually using BMB statistics to answer the numerous requests for information. In many cases maps and diagrams based upon these data are prepared by the Graphic Division to highlight the most important information."

"There's a lot more," he said, as I started on a new page of notes, "but this will give you the idea. Of course, you'll find overlapping in the other divisions. I'll take you down to see Miss Sprague of the library."

GENERAL LIBRARY

I have had many an occasion to call upon the resources of the General Library, ever since I heard that it is considered the most complete radio library in these United States—and perhaps, the world. Frances Sprague, the Librarian who came to NBC in 1930, is largely responsible for the excellent calibre for which it is known. She introduced me to her very able assistants. Namely: Mildred Joy, Ruth Norris, Marge Geddes, and Frances Souza.

"As you know," she said, "we serve every department at NBC as well as outside companies, government departments, students and schools. We have just about everything there is on the historic material on radio, popular works, scientific treatises, and whole sections of business, on mythology, on history and about every conceivable general reference volume."

I looked over Frances Souza's

When I started to write this article, I consulted good old Roget for some vivid words which would more adequately explicate the inner workings of this rather indispensable department. Startlingly enough, he of the Thesaurus came up with a half page of synonyms which tell in single words what it will take me over eight columns to get across. A few of them here might give you a good idea of the stress and strain that is put on those seventy master-minds in 2M-2, as they are constantly being called on by practically every other NBC department; clients; ad agencies; and other outside organizations to: *inquire, search, scan, reconnoiter, explore, sound, rummage, rake, scour, ransack, pry, spy, overhaul, survey, nose out, fish out, ferret out, unearth, trace, pursue, experiment, dissect, leave no stone unturned.*

I had heard previously what a busy man Research Director Hugh Beville is and how hard it is to find a spare moment in his madhouse kind of days to get a look-see... so I decided to start my research on Research with a visit to Barry Rumble's office.

Now Barry, the Manager, is a real expert in all matters relating to the history and overall workings of this department, having come to NBC in 1933 as a statistical clerk. He told me that 'way back in 1930 a man by the name of Paul F. Peter, now a Radio consultant in Washington, started the Statistical Division at NBC and named Hugh Beville his first assistant. At that time the "Division" was a part of the Station Relations Department under Glenn Payne. In 1931 the fostering was taken up by the Treasurers office headed by Mark Wood, now president of ABC. Advertising and Promotion under several different administrations had its turn in nurturing the orphan group, beginning in 1939 with the "fathering" falling on Ken Dyke's able shoulders. In 1942 Charles Brown, now Program Director of KFI, Los Angeles, and Charles Hammond from 1944 to 1945, of A & P, took up the reins.

Finally on October 1, 1945, the Research Department, as we know it today, was given its full departmental status and Executive Vice-President Frank E. Mullen is now its Father Confessor. Hugh Beville has headed the group since 1935 and has been its Director since 1945.

Barry outlined the structure of the department, explaining that there are eight separate divisions, each dependent upon the other, and yet with fairly well-defined duties. He suggested that I talk to each one of the Division heads and learn in a more direct way what their respective jobs consisted of.



The Management Division with Emil Rohner in the foreground.



View of the busy Circulation Div. with Aldona Chase, Ethel Cardi, Frances Reilly and Mary Jane Eberbach in foreground.



Lillian Mongesku and Mildred Schmidt working on a television incidental survey.



The artists at work in Graphic with Eddie Broadhurst in the foreground.



The New Research Division at 10 A.M.



John Lothian of the P&D Division is assisted by Ruth Jeffers, Martin Wilmington and Consuela Roenne.



NBC's all-girl Program Analysis Division headed by Miriam Hoffmeir.



Ratings Division with Ann Mazola, Dwayne Moore, Howard Gardner and June Norman.

the country. The most popular subject now, of course, is television, she pointed out.

Miss Sprague called me to look at the comprehensive file they keep on annual reports for all industries and explained that the information contained therein is useful to many of our departments, particularly to our Sales and Research Depts.

NEW RESEARCH

Bill Reynolds broke his division down into three separate sections or units. "First," he pointed out, "New Research boasts of Ray Maneval, who acts as liaison between NBC and the audience-testing organization, The Schwerin Research Corporation. When our Program, Sales, or Radio Recording departments feel a test is needed on any given show," he explained, "Ray's section is called upon to arrange for it. This section is constantly working with and for writers, directors, producers, and agencies to check audience reaction."

"Ed England is in charge of the second section whose first objective is compiling television statistics, such as how many television sets are owned, where they are, etc. Ed also stages television clinic tests similar to the Schwerin method," Reynolds said.

"As for my responsibilities in the division," he went on, "opinion and attitude surveys seem to be my baby. It is my duty and that of the people who work with me to plan, supervise and analyze special studies having to do with listener habits and reactions."

"Can you give me an example of one of these studies?" I asked.

"The most current example," he said, doodling with the pen which writes under water, "is the work we are doing with the Gilbert Youth Research Organization. It's long been the idea among many of us that in spite of all the factual data we have on Radio, there is little known about children's listening habits—that is, how much they listen, what they like to listen to, what they buy, and so on. So NBC has established a precedent with the signing of a one-year contract with the Gilbert Youth Research Organization just to find out about such things."

"Did you have any specific program in mind?"

"The Saturday morning 'Frank Merriwell Show' was our main concern," he replied. "The findings will come from personal interviews conducted by Gilbert on such questions as: 'How much candy do you eat?'; 'What are your favorite cereals?'—all these in addition to favorite program types. The full outcome of this survey isn't yet known, but we have been enlightened to this extent: we know now that children are loyal listeners, usually

knowing not only the sponsors on a show, but in many cases, the actors, too."

PROGRAM ANALYSIS

Bill lit another cigarette and was about to continue, but Miriam Hoffmeir came to the door, saying she had only a few minutes before leaving for Washington. I rushed after her into her office which houses the seven girls who make up the Program Analysis Division.

The atmosphere here was quite a bit different than in the other offices. For one thing, I noticed that a radio over in the corner was on full blast—the girls worked on undisturbed.

I also noticed two bright red cans of Savarin coffee on every desk. I thought at first that perhaps the java was a "must" for jangled nerves from excessive radio listening, and said so. Miriam laughingly contradicted me by saying that her girls had won the "Savarin Salute" on the "Hi Jinx" show for sending over 600 packages to the Gouveneur Hospital at Christmastime. She then proceeded to fascinate me for the next fifteen minutes with the story of her division's contributions to this thrilling, but complicated, business of Radio.

"To begin with," she said, "you asked how and why we work so hard with the radio constantly in the background. Well, primarily, that is our first requirement—to do just that. You see, there's not a single department in NBC that we don't serve at one time or another. We keep an extensive cross-indexed file of every program, broken down into personalities, sponsors, guests, and cast changes. These records date back to 1930. We also keep a record of every bit of material broadcast on controversial issues, such as the Marshall Plan, and we actually monitor every special event."

"A good example of this monitoring was our work at the time of President Roosevelt's death. When the flash first came over the air, we immediately grabbed our pencils and started in taking notes of every mention of the tragedy. When they were compiled, we sent them on to the Press Department which, in turn,

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The General Library with Frances Sprague seated at her desk.

shoulder and asked what she was working at.

"Oh, my job is keeping the Industry File. Although naturally it is of use to many departments, it was really inaugurated by the Research Department, and serves it faithfully."

"What does the file consist of," I asked.

"Just about everything we can dig up on other industries," she said.

"Every clipping from trade publications, writeups by the industries themselves and so on."

Just then Marge Geddes asked a question about her "Survey File on Radio and Television."

She told me that this is a thorough file of all surveys conducted by NBC, and outside organizations on most every imaginable subject—from psychological tests to newspaper readership in specific parts of

ADVERTISING & PROMOTION

"Now is the high tide of the year," was written by the poet Lowell about the month of June. The turbulent activity in this department this month of February, however, offers formidable rebuttal to Mr. Lowell's choice of months. Everyone has been busy: Audience Promotion has turned out a series of kits designed for overall promotion of Wednesday, Friday and Saturday nights with some very impressive work by artist Walter Van Bellen; Art Director Hurlburt and copy writer Jack Snow produced (with a Charles Addams' glint in their eyes) the most recent *It Happened on NBC* ad for the Molle Mystery Theatre; and the whole department points with pride at the Scope ads, written by Messrs. Blake, Gropper and Steel, which appeared in Television Daily. Apart from the daily office activities, however, A&P personnel are working industriously at schools of various sorts. Budget Clerk Marion Stephenson is completing work on a thesis on International Banking Institutions, which will give her an MBA in June. Murlin Hawley studied last Fall with the Art Director of Harper's Bazaar at the New School. And Mary Lou Repult is one character who can sing safely outside the shower. This lyric soprano winner of the *Big Break* program is using her prize money to study operatic roles with her eye on a career as "A No. 1 Singing Actress." When she's looking for an accompanist she need look no further than to Marge Petry who is taking piano lessons... Jean McIntyre and Bob Holt hit a few high notes with their excellent work in Jim Nelson's NBC-Columbia course in Advertising and Promotion... The enrollment at Brooklyn College is about to be increased by Gerry Pearlman who will study advertising... Ev Martocci, Mary Mealia and George Wallace remembered enough to graduate from Dr. Furst's first memory course... And Enid Beaupre remembers the folks back home by broadcasting news of the American Welsh to her homeland via BBC... Jack Montmeat divides his free time between the course given by the Advertising Council and the Tuckahoe hills where his fleet-footed skiing has caused him to be known as the phantom of the golf course.

—Don Foley

ENGINEERING

FACILITIES—The notice of the elevation of Tom Phelan to the position of New York Division Engineer brought feelings of pleasure in his success to the occupants of Room 517. The natural reaction of regret over losing a fellow worker of eighteen years standing only serves to heighten the pleasure by contrast

It happens at NBC

... Joining the Company as a member of a student group in 1929, Tom has always had an important part in the growth and development of broadcasting facilities from New York to San Francisco at all points between. He served in a position of leadership for the last ten years as right hand man to the present manager of Audio and Video Facilities, Chester Rackey. An occupant of Room 517 since before the plaster was dry in 1933 he says he expects to find himself hanging his coat in our closet from force of habit.

—Gordon Strang

TRANSMITTER—Bound Brook certainly has had its share of snow conditions along with other towns and cities. Many thanks to Joe Stemple for keeping the road clear at the Station... Don Hickman recently received his amateur call letters, W2WWX... Art Holden is maintaining a regular schedule on 75 meter phone every Saturday with Boston... Danielson has been DX-ing on the 40-meter band and as to date has contacted 30 countries, 47 states, and all Canadian districts—all this during a period of one year, which is a splendid record.

—Mel Stickles

RADIO RECORDING—The Research and Development Department, under George Nixan, now has Charles Pruzansky, former Recording Engineer, (or Py as we know him). Py has been with us about three years and we will and do miss him. However, we know the R&D Department has gained the services of a very capable young man... This department's newest show is the Damon Runyon Theater, starring Pat O'Brien. It is an ambitious series and a good one. Each half-hour show will dramatize one of Runyon's famous stories. If our readers are interested in hearing about how our department solves all of the intricate problems of doing an ambitious show of this type, we will be delighted to tell you about it in minute detail. Believe us, it has little in common with putting on a live broadcast.

—Mary Bell

GENERAL SERVICE

MAIL ROOM—Room 504 doesn't seem the same somehow since the departure of Bill Denny. Long a mailroom stalwart, he left work for his uncle nearer his home on Long Island. We also regret the exit of Arnie Howard, who has left us to attend Mohawk College in Utica, N. Y.... Welcomed to the mailroom

are Carl Vanvick, who was with us for a while before entering the service and a new member of the staff, one Martin Owens... While on vacation from Oswego College, John Byrne stopped in to say "hello." "Beanie," as he was known, will be remembered as being the instigator of the "Miss Mail Cage" contest of '46... Al Dublin and Bill Cross now join Jim Graham as alumni of the NBC announcing class. Incidentally, Al along with Bill Santhouse, are members of the NBC Basketball team... Although it got off to a shaky start, it is now fighting for a playoff berth in the Rockefeller Center League... Recently, Joe Verenum, Jim Graham, Charles Rawski, Dick Welsh, Ernie White, Bob Guenckel, Dave Bellin, Harry Reinig, Ed Thompson and yours truly took part in a television-telephone survey for the Research Department. We are still chuckling over some of the replies that were given us. They fell into the following types: First there was the uncooperative type. These people would tell you very simply to "drop dead," and not very politely at that. Next there was the suspicious type. This group thought you were somebody they knew. They were sure you were pulling their leg and throughout the entire conversation, kept asking, "Are you sure you're not Hymie's brother?" Then there was the baby-sitter type. She would giggle and want to keep up a long conversation. Very pleasant, but not conducive to a time schedule. Another was the servant type. This category would be able to answer no questions about the set and would give the excuse, "Lawdy, I ain't even 'lowed to lookit the blame thing."... These and others were in the minority as in most cases everything went smoothly, but after our hectic evening, all we can do is pray for poor Mr. Hooper and his side-kicks. We all, however, added to our little black books. Is that bad?

—Cal Wheeler

GUEST RELATIONS

Your reporter being non-partisan and voting an absentee ballot in the AA elections thinks that regardless of the victor in the annual race, a word of compliment should be made to Ralph Barkey who did a splendid job of making posters, displayed in the best interests of one of the presidential candidates... A hand of welcome to the new members of the Guide and Page staffs. Currently David Smith, George Broomfield, Perry Cross, Alan Lewis, Alan White and Frank Carbonara may be seen showing NBC to the out of town guests. Joe Wickham and Wil-

liam Scudder are being kept busy a studio receptionists on the floors one, three, four, six, and eight... word of encouragement to Jeann Conkey who is running high on the honor roll of the Bridge club... question for you to think about: What is the use of one taking the Memory Course if he fails to come to his own graduation?

—John Case

INTERNATIONAL

Returning after a month's bout with virus pneumonia, Walter Law philatelist, athlete, English chief and man-about-town, was made welcome with much fanfare. Loudest cheers came from Ed Whitney who had been pinch-hitting!... Other International Casualties: Jean Glynn, felled by mumps; Judit Morley, laryngitis. Judith's treatment is chewing lemons—whole—that is... Sheepskins to Nancy Fox and Janet Connery, recent graduates of the Thursday Lunch Hour Bridge Class. Janet, cum laude, expects to enter NBC competition soon... Stardust: Nancy Fox' post-Christmas sparkle of eye and left hand and Barbara Tillson (Music began the New Year with a new name. The Italian Section was a sparkle, too, when the beautiful Valli of "The Paradine Case" was interviewed by Renzo Nissim... Speaking of guests, Roland McBair, our youngest announcer, had his sister visiting from Wisconsin. We elect her teen-of-the-month... Grand Opening: Adam Riesz is in charge of plans for the opening of a new ballroom in the Bronx. Any thing Adam organizes should be swift-moving and different. Have you ever watched him talking on the telephone? How does he ever manage a 'phone booth?... Commuters: Eighteen below zero temperature and seven-foot snow drifts have dampened George Sayles' enthusiasm for Westchester life... Undeclared by Nature are Jack Carso and Bob La Bour... If their cabbage and tomatoes are as hard some as the eggs laid by Jack's chickens, we'll all bring our market baskets this Spring... Welcome Jean Woodside, Research; Theodor Goodman, English; Andre Eiler, Joseph de Chimay and Charles Byron, French.

—Eileen Tobin

NEWS & SPECIAL EVENTS

January 29th was T-Day for this department—the date of the first video program direct from the new work's newsroom. Ad Schneider, recently appointed liaison between the Television and News Department, supervised the operation starring W. W. Chaplin, Bob Trout, and John MacVane. Max Jordan, just returned from three years in Europe, had the

honor of being the first person interviewed against the background of tickers, clocks, and general activity . . . Earlier in the day, during the rehearsal, the office took on the atmosphere of a DP camp. The mobile cameras and flood lights took over the newsdesk and pushed the writers and editors into shadowy corners. Art Wakelee spread out his copy and pulled up his typewriter at a table to edit the 6 o'clock news broadcast. As Joe Meyers put it . . . "There's Art, a picture of Francis X. Bushman when Sound came in." The Television Newsroom is regularly scheduled for Thursdays at 9:15 p.m., so tune in and see how telegenic we can be . . . George Thomas Folster dropped in for a few days during his round-the-world trip from his home-base, Tokyo . . . Robert Magidoff came out from behind the Iron Curtain for a short visit, too. We were glad to see Bob, but regretted the occasion of his trip—the death of his Father in New York. *Personals*: If the News at Nine should take on the "Care and Raising of Infants" slant these days, it's because Leonard Allen is preoccupied with his new son, David . . . The first Leap Year victim is the very willing Dick Mannion. Seems that Frances Trudell's lectures on the joys of newly-wedded bliss convinced him that the single life was not for him.

—Agnes R. Sullivan

PRESS

The 3½-year-old daughter of Sam Kaufman—Elisa—shows promise of being a future radio performer. Each day she calls her Daddy on the telephone and, with a little coaxing, sings such tunes as "Oh, Susannah!", "Turkey in the Straw" and "My Darling Clementine" for all of us who listen in . . . If Grace Lynch is getting to work 'specially early these days, it is to dust off and polish her brand new "large-size" desk, her one big wish these past few months . . . Helene Schuck, believe it or no, has become a member of the Y.M.C.A. "Much more interesting," says Helene. And we agree . . . it must be . . . It's difficult to keep up with news of Photo. One day we welcomed Peg McNeany back from a three-week illness. The next, we bade farewell to Syd Desfor, who will spend the next four weeks photographing NBC stars in Hollywood. Oh, for the life of a photo editor! Dwight Worthy, night desk man, will be married on Feb. 28th to Pauline (Polly) McDonald in the Little Church Around the Corner. This will be the second wedding in Press in four months. Some say events like that happen in sets of three???

—Roselle Hubel

PROGRAM

SCRIPT—Meet Peter Martin, new script editor who joins Dick McDonagh and Wade Arnold in the recently-built labyrinth of editorial offices and writers' cubicles which lie beyond Room 266, studio section. Pete, radio and motion picture scripter of long standing, comes to NBC from the position of East Coast Talent Supervisor for Universal Pictures . . . While we're standing by Pete's desk, glance down the corridor and you'll see the partitions which in effect give each writer his own room. Until the opaque glass panels are put in place, however, the scene is reminiscent enough of Hialeah to warrant the calling of a whole flock of new nicknames. As we move along the hall, we have Man O' War on the left, next to him is Armed, and over there is Buzz Fuzz. This is known in the industry as having a stable of writers . . . And down the corridor's end is Bob Saxon. Bob has arrived on staff after some years of free-lancing, with a notable "Stars and Stripes" interlude. Currently, Bob is dramatizing some "World's Great Novels" . . . Now let's backtrack to the boss' outer office and meet Ann Ahles, new Script Division secretary who enters NBC from the Bronx and warmly smiles her surprise at discovering that Script harbors no temperamental authors,—those last two words having been something akin to synonymous in her mind before she stepped into NBC . . . And before you leave, say "hello" and make some pleasant noises in Jane Percival's direction. Jane has the best diamond ring from the best man in her or anyone else's world!

—Tom Adams

PROGRAM

SUPERVISION—Peg Harrington—she of the red hair—waltzed in recently wearing several carats worth of marriage plans on that finger of that hand. Her husband-to-be is a doctor-to-be and the wedding will take place on Easter Sunday . . . Those of you who remember Eileen Healey Titus will be happy to learn that her first-born, a boy, arrived on January 26th . . . Jack Dillon has left the precincts of the Sports Dept. to tackle a new assignment in Television. Jack's successor is Vedder Stevens, who has written newscopy for both ABC and NBC in Chicago, dished-up publicity for several minor league baseball clubs, and reported for the home town paper in Norfolk, Nebraska among other things. He estimates that during his first five weeks with Bill Stern, he travelled 10,000 miles for the sake of five football broadcasts. **STATISTICIANS**: Please Note.

—R. T. O'Connell

RADIO RECORDING

HAIL and FAREWELL—Welcome to Polly Starbuck, our new receptionist and also to Geraldine Merken and Arthur Small who recently joined our Script Department. Farewell to Elise Scott, Ray Hayes, and Phyllis Geesey who have our best wishes for success in their new adventures . . . June Roger's downfall proved to be the lake in Central Park. However, she learned the hard way that *cracked ice* belongs in a large Mint Julep . . . SNOW foolin' it was so cold on the train that Drex Hines rode all the way to Indianapolis in his overcoat—even the water glasses became frosted . . . Ask Pres Fish why he buys a roast beef sandwich before boarding the "you know what" train to Long Island. But, after all, midnight snacks are fashionable these days . . . Wade Barnes must have been tipped off by his local meteorologist before coming to New York, because we noticed he was wearing his "tall" Texan boots . . . Congratulations to Eleanore Barnes, our amateur contender for AFRA union . . . Recently she appeared on a New Jersey station in a play put on by a local group and from all reports she "stole the show." . . . Speaking of running away with the honors: Ad Amor on his last sales trip was interviewed at one of the stations, and by the end of the broadcast, someone offered him a job as a stand-in for Bob Hope. Needless to say, Addie declined—it's "Norm Cloutier or nothing." . . . Hats off to the 24th Streeters. Recently a letter came their way from some English girl asking that her name be given to one of the organizations sending food overseas . . . However, before doing this all members of our downtown plant are pooling their money and the Easter Basket will soon be on its way.

THESAURUSLY yours,

—Marilyn T. Costello

RESEARCH

With the aid of Alice's magic looking glass, Superman's X-ray eyes and H. G. Welles' invisibility, I visited a number of researchers in their homes not so long ago. What I discovered has led to this article and the suggestion that a society of geniuses be organized. I could not visit everyone due to the Big Snow—even Superman had trouble that night—but those places I did case, prove that there's plenty of full-blown talent in Research. Flying about in my helicopter, I discovered several expert musicians: Roy Anderson is a top-notch organist; Ruth Gross plays the piano well enough to be a pro; Jean Collins is not only a pianist, but a professional singer; Joyce Tyrell and Martin Wilming-ton are accordionists and Joyce is an exponent of the modern dance. Eli-

nor Freitag plays the piano and Barry Rumble is quite an expert on the mouth organ. In my flying machine, I visited a number of researchers such as Emmie Hill, who is a professional writer with over 30,000 published words and Mimi Hoffmeir with a number of published poems. Jane Baldwin has entered many contests and has been smart enough to win some of them. I stuffed by 'copter in my o'coat pocket and dropped into Dwayne Moore's apartment to see the wonderful job of interior decorating he has done. Good enough for a feature article. Not too far away was Rosemarie Gordon in her home busily designing clothes. Clever stuff—despite the new look. With a now Kaiser, up Frazer and a ho Tucker, I took the air to find Mary Schlorek busily engaged in another oil painting. She has had several showings. Marian Cooper is adept as a leather worker, making many unusual gifts. And Ruth Lytle as a handicraftist planning someday to open a shop with her own ceramics and baskets. Paul Wandel with his complete workshop, turns out finished woodwork while Joe Bolger and Ed Birsner engage in professional art work. Ken Greene up in Pelham waved me down out of the snow flakes for a viewing of some of his latest color photos. After a warm cup of coffee, I hopped up to visit Frances Sprague in Danbury. Farmer Sprague is not just a "gentleman farmer," she makes the farm pay and is skilled in the use of the cross cut saw and the heavy pick axe. By the time I got to New England, I was nothing but an icicle and decided to quit. I put my 'copter back in my wallet and took the New York Central home. Arriving there to be greeted by wife, daughter, and the Cocker, 'Mr. Jones.' Oh yes, Will Zurflieh has a newly discovered talent: an expert chaper dianger.

—R. E. Search

STATION RELATIONS

Easton Woolley and the entire staff of the Station Relations Department said good-bye to Daisy Abramson the latter part of January. Daisy had been in the Department for almost six years and during that time proved herself to be a competent secretary and an invaluable asset to the Department. She left the Company to take up the twenty-four-hour duties of running a farm. I quote her when I say, "I'm not going to hibernate, I'll be in to see you." We shall all be looking forward to seeing her and in the meantime our best wishes are with her.

Jean Milligen is just glowing and why, because she won ten dollars for her very excellent suggestion which, when submitted to the Suggestion Committee was deemed good

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enough to warrant this award. What was the suggestion? Well, if you will keep your eye on the drinking fountains around the building you'll find out!

—Marion Lucas

TELEVISION

ADMINISTRATION — Finally tracked down Gloria Potter to try and get some news . . . She said that Gus Kettler was going to the Winter Carnival at Dartmouth on Valentine Day, no less.

FILM—John Krumpelbeck, Bob Hulpgren and Gene Goldsmith have joined the swelling ranks of the film division. Almost in the wake of their coming, NBC Film said goodbye to Bob Jacques who left to take over the production of films for television use . . . Something really new has been added to this department—a brand new Buick station wagon for television's film coverage, equipped with radio, two-way telephone, etc. It has everything but velvet-lined seats. Brightest thing at 9th Ave. these days (now that Paul Alley's ties are conservative) are Martin Hoade's red suspenders. These aren't just red—they're red-red.

PRESS—Twice she was locked in the stairway after hours. Twice she did get out. She finally decided that something must be done to keep other people from making the same mistake and to save herself from a third disaster. She thought and thought—finally she knew what she had to do . . . make a suggestion for signs to be put outside all stairwells to the effect that they are locked after six in the p.m.—and that is the story of how Mary Ruiz won a \$5 suggestion award.

PRODUCTION — Leaving the red carpet out, we welcome Otis Riggs, scenic designer, to our group . . . Our good wishes go out to Hugh Graham and ex-NBC-ite Edna Hubbard who by now are Mr. and Mrs. . . . We noticed Helen Bishop window shopping along Fifth Avenue while June Kohart was doing her shopping a little more hurriedly as she skipped down the Avenue to catch her train . . . Ira Skutch recently announced his engagement to a very lovely southern belle . . . Margaret Richards Jacobson has been showing the pictures of her 3½-week-old baby . . . Larry Schwab and George Sweeney have moved into Electric Closet "F" on the 6th floor—or at least that's what the sign read on the door up until a few days ago when Larry and George got a room number . . . Noel Jordan, television's mobile unit Producer-Director, also turned out to be an author. ANTA presented Noel's "Outside of Time" and screen star Geraldine Fitzgerald interviewed

A CHAT WITH CARL SUNDSTROM IN HIS FIFTEENTH YEAR AT NBC

Many times during your busy days at NBC you must have seen at least one out of the five be-blue-denimed men who comprise our Carpenter Shop. Whether he is using hammer and nails to construct a new piece of furniture or merely planing the rough edge of a secretary's desk at the point of nylon contact, the over-all character just has to be either Fred Hoeflich, Shop Foreman; Mike Kopp, Peter Ruhrort, Steve Rosina, or the hero of this story, Carl E. Sundstrom.

Carl came in to Room 512 to fasten a typewriter to its moorings, and thus let himself in for a lot of the "man on the street" type of reportorial interrogation.

We found out that he has been in our Carpenter Shop since 1933, having joined the company family soon after he arrived in the States from his native country, Sweden. He is very proud and happy to work for NBC, he said, but he keeps a hopeful eye out for a chance to move to the WNBC Transmitter, since his home, complete with wife and two daughters (ages 5 and 7) is in Port Washington. Preparedness is his motto, for he went back to the shop at this point to show us his radio-telephone operator's license which he earned by taking RCA's course last year.

His natural trades, carpentry and cabinet making, taught him by his Father, have brought a new accomplishment to the modest and very likeable Carl Sundstrom. He now is the proud possessor of an instruc-

tor's license, awarded by the New York Board of Education, which, when more machinery becomes available, will make him a professor to 15 disabled Vets.

Asked about his homeland, Carl said that he misses his favorite sports more than anything else. "I used to be pretty fair at skiing and ice skating, but here the ice is no good."

His first experience with radio was really exciting, coming as a direct result of his learning the "strange new language" via a program broadcast from Stockholm. The station supplemented its series by sending out textbooks to its listeners and it wasn't long before Carl had a pretty good working knowledge of the subject. When at last he was ready to embark, he wrote a letter to the Mail Order professor and immediately was invited to appear on the program when he passed through Stockholm enroute. He did, thus becoming a real flesh and blood guinea pig for our Mother Tongue.

We asked about Swedish Radio today. He said that the war had slowed things up quite a bit, but that a new station (slated to be one of the most modern in the industry) is now under construction. He explained that all Radio is government-owned and operated and that in order to compensate for the absence of commercials, everyone who owns a set must pay five *kronor* (about \$1.25) a year to the government for his listening privilege.

new deluxe suite on the second floor. It's really terrific. Now in the mornings we can see Joe Milroy's shining face and equally shining ties and Harry Floyd's Jersey-air-reddened cheeks . . . This reporter welcomes with unusual enthusiasm, a new secretary from the old hometown of Yonkers . . . She is Elaine Sutphin, who joined us as secretary to Jack Greene and Joe Milroy . . . Thanks to General Service for a quick and efficient job of moving us!

—Rose Sheeky and Ann Bachner

TREASURERS

There certainly must be some truth to what the travel agencies say when they quote the "Sunny South." Ham Robinson was lured to Florida on his vacation and found it wasn't warm enough so he boarded a plane and found us shivering in the cold . . . Erna Thomas also found

Florida ideal during the cold spell. She motored down with her husband and stopped at NBC in Washington on her way back. The snow to most of us meant shoveling, shoveling and more shoveling, but not to Her Schumm who spent his evening sleigh riding, no less. Sounds like second childhood, but between us "kids," we envy him. When Elle McEntegart goes to a formal, she goes the hard way. She started out all well and good the other night looking "glamorous," but it just so happened that we had the second so-called Blizzard of the year that night—and poor Ellen had quite a time making it home.

—M. Doherty

NBC RESEARCH DEPARTMENT

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used these monitoring notes as a basis for many of its news releases. All spot news is handled like this—and during the war we were on 24 hour duty. Advertising and Promotion issued "The Fourth Chime" written on the basis of the information collected by us and kept in our card file on NBC's war coverage. Other promotion pieces were sent out on D-Day, V-E Day, and V-Day participation.

"Of course, with regularly scheduled programs we make our analyses from the As-Broadcast scripts but there are many of these programs that do not have prepared scripts. So we must listen, listen, listen."

"This is all very interesting," said, practically shouting from the bottom of the old diaphragm in a earnest effort to drown out Pap David and Chi-Chi as they made even a more earnest effort to convince the world that "Life Can Be Beautiful," "but do you girls ever have any time for fun?"

"It's all fun," Miriam said, "for we like our work and we all get along well together. True, a job in this division requires a kind of 'special' personnel. By that, I mean that odd hours cannot be frowned on; a person's nerves must be pretty steady and a spirit of cooperation must prevail at all times. Even when we are at home, there have to be certain of us tuned in to certain programs just to make sure we don't miss anything."

"Do you get calls from the public too?" I asked.

"Sure we do," she said reflectively. "I'll give you one example for your story. One day," she laughed "a lady 'phoned almost in a tearful state saying that she had been in Florida a part of the Winter and just couldn't seem to pick up the story of Portia where she had left off before leaving New York. Could we please get her up-to-date on the trials and

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Noel. The only reaction we can get from the "boy wonder" is "feels awful funny to be in front of the cameras." Bill Garden, Hal Keith, Eddy Wilbur and Noel Jordan are back from the Boston Fish Pier show—only comment on Boston and the Fish Pier is "Hake and Hake, Pinch Nose." Sight of the week is Roger Muir and his 20 Boy Scouts. Somehow Roger couldn't quite take care of the "boys" and put a show on the air at the same time . . . Now that our shows are to be on and off the air *On Time*, Jack Dillon, Ivan Reiner and Jack Reber have gotten the nicknames of the "Choppers"—we're all sure they push that second hand ahead.

PROMOTION—Bill Webb is sporting that lobster-red look after nine days in the sunny South.

SALES—Well, we finally moved, all eight of us, down to our wonderful

PROMOTIONS

The following NBC employees have received promotions in the past six weeks:

Robert Barnaby from Television Student Engineer to Engineer in the Audio-Video Facilities Group.

David Bellin from a Messenger in General Service to Post Office Clerk in the same department.

Schuyler Chapin from Senior Writer-Announcer in International to Field Promotion Supervisor in WNBC.

Henry Ferens from Post Office Clerk in General Service to Secretary in Television.

Janice Glantz Guide in Guest Relations to Cashier.

Robert Guenckel from Messenger in General Service to Outgoing Mail Clerk in that department.

Harriet Herschkorn from Continuity Typist in General Service to Secretary-Receptionist in Television.

George Knaus from Night Supervisor in General Service to Music Library Clerk in Program.

Dorothy McBride from Script Clerk in Program to Policy Reader in Continuity Acceptance.

LeRoy Moffett from Engineer, Development group to Staff Engineer.

Joan Perales from Messenger-Typist in General Service to Continuity Typist in that department.

Joseph Phillips from Guide to Cashier in Guest Relations.

Malia Pleadwell from Contract Clerk in Network Sales to Executive Order Clerk.

Casimir Rawski from Post Office Clerk to Sr. Mail Clerk in General Service.

Jean B. Richter to a new secretarial spot in Public Affairs.

Edward Steiner from Guide to Assistant Tour Operating Supervisor.

Alan Strong to a new writing-announcing job in International.

Edward Teitelbaum from Packer to Shipper in Engineering.

Robert O. Wilbor from Cashier in Guest Relations to Assistant to Business Manager in Television.

Colonel Smoak, Suh!

Every election year our Ethel Smoak (secretary to Horton Heath, Director of Information, and secretly precinct capt. in charge of recalcitrant South Carolinians in New York) is named an honorary Colonel on the Staff of the Governor of So. Carolina.

Gov. J. Strom Thurmond recently issued an order to that effect, as had his predecessor, former Governor, Ransome Williams.

NBC RESEARCH DEPARTMENT

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tribulations of her serial heroine as she had faced life in the interim."

"Of course you couldn't," I said, wondering just how much people could expect.

"We certainly could—and did!" she answered proudly, as she grabbed her coat and ran to catch her train for Washington.

PLANNING AND DEVELOPMENT

I found that I still had time that afternoon for one more interview before the five o'clock whistle. On a door that led out of Miriam's office, I saw the words, "John Lothian, Planning and Development."

Opening the door rather cautiously, I saw that the office was small with only four desks occupied by two men and two women. The man on the right stood up and asked if he could help me. It was John Lothian.

When I told him who I was, he introduced me to the other three people in the division—Martin Wilmington, an economist; Ruth Jeffers, a statistician, and Miss Roenne, secretary.

He then began telling me about the more important phases of the quartet's work, explaining that this division is primarily concerned with the "economic aspects of Radio from a long-range viewpoint." In his quiet, dignified way, he said, "Naturally, every business is interested in planning for the future, and Radio is no exception to the rule. You can't deny that all of us here at NBC are,

or should be, concerned with what our company will look like economically in future years."

I nodded.

"Well, in order to determine what our future prospects are, we must first approach the problem from the outside—that is, we must try to develop a picture of how our different phases of broadcasting—television, FM, and standard broadcasting fit into the projected plans of American business as a whole."

"Golly," I said, "this sounds like a big assignment. How do you find out about such things?"

"We do it in various ways," he answered. "We study and analyze all trade, economic, and business publications and confer with leading economists. From this information we make up periodic reports, and long-range reports predicting the financial outlook for as long as five years in advance."

"Who receives these reports?" I asked.

"It all depends," he said. "Many of them are confidential, done on special assignment for our own Management. Others are prepared for our sales staff. For example, we prepare periodic analyses of the economic situation and prospects of our NBC network clients."

"Do your prophecies usually come true?" I asked.

"Well, forecasting is a hazardous business but sometimes we come fairly close," he said. "We estimated that the average annual advertising expenditure for the nation as a whole in the years 1946 to 1955 would be \$3.6 billion and for the year 1947 it

(Continued on Page 8, Col. 1)

MEET MURIEL MORGAN



WRITES PIECE ON FAMOUS AUTOGRAPHS — INCLUDING GANDHI'S

We heard just as we were going to press for the last issue that Muriel Morgan of Station Relations had collaborated with her Father, Maynard Morgan, on a magazine article and that it had appeared in the December *Cosmopolitan*. We told you about it, too—that it was concerned with N. Y. Sen. Seymour Halpern's autograph collection and was entitled, "*Sign Here, Please*."

Well, we actually got around to reading it on the day when news of Gandhi's assassination was startling the world. The Morgans wrote about the circumstances which led to Halpern's finally getting the former Mahatma's "John Henry." In their words:

"Mohandas Gandhi, then known as the Mahatma, failed to answer eight straight Halpern letters. Then Halpern read in a newspaper that Gandhi was contemplating a visit to the U. S. He wrote again, offering to put the Mahatma up at his parents' home. Gandhi immediately wrote to thank him, and that started a correspondence during which Gandhi often addressed Halpern as 'Brother!'"

About Muriel: This is her fourth year with NBC, and she likes it very much. Of her outside interests, she says: "I am most enthusiastic about horses—and, of course, Riding. I also enjoy Music and the Theatre."

Love Takes A Beating In French Poll!

Happy? How happy? Why? The French Institute of Public Opinion got the following reaction to the happiness question. Women, men, in that order listed: Economic security—33%/50%, Health—22%/21%, Wisdom—8%/9% and love, alas, 1% and 5%. This should cue capable instructors to a deserving field. The good old values are worth restoring.

(—paraphrased from *The Management Review*)

"ROCKABY BUTTON"



"Stork Talk" this month is about Phyllis Ann Button, cuddly little Gerber-like baby belonging to Robert Button, NBC Spot Salesman.

Bob and his talented wife, the former Decima Knight, BBC singing star, are justly proud of their first-born, who will be five months old the 24th of this month, but haven't as yet decided whether she will follow the parental career road to Radio or not.

AFTER-FIVE DATE



NBC really has just about everything—including beautiful women and handsome men. That's exactly what the *Woman's Home Companion* editors seemed to think when they chose Doris Paterson, Secretary to Jim Gaines, WNBC Manager, and "Brinck" Cross, of the Mail Room, to act as models for a picture page illustrating modern means of stepping out of the office into a dinner date without the old "washed out" look.

NBC RESEARCH DEPARTMENT

(Continued from Page 7, Col. 3)

came to over \$3.4 billion, which isn't far off."

GRAPHIC

I started the conversation with Phil Hirsch by telling him that I had heard about his philosophy on keeping modern with modes of presentation where facts and figures are concerned, and asked for a first-hand description of it.

"Yes," he said, "it's very true that I'm a stickler for keeping things up to date. Maybe it's just a devilish trait, I don't know, but I'm never satisfied until I know what is going on outside in all fields related to ours and then devising means of improving on the current methods."

"What, would you say, are the 'other fields' that have a bearing on your techniques?" I asked.

"Oh, they're really too many to go into now—but a few would be printing, photography, advertising, sales . . . what I'm trying to say is that we must keep abreast of the new developments in these things and put them to good use in our work . . . which amounts to helping our salesmen in selling NBC.

"You see, we do all our work right here in this office. We make most of the maps we use right here—starting from scratch. We make our own plates for the reproduction of our maps, both in black and white and in color. We make analyses of color from a psychological standpoint, invent new devices for showing off our maps, color slides, etc. This is an example of that," he said, picking up a long glass-like stick from alongside his desk. When we were showing our slide films at a meeting of National League baseball owners and managers recently to convince them of the values of television in the world of sports, I found myself having to strain my neck, to say nothing of my eyes, in order to follow the pointer that was being used. After giving it a little thought, I decided that a lucite rod with two flashlight batteries at the one end would provide the answer. It is working out very well."

"As far as actual illustration of the vital selling points is concerned, we have found that people will only buy products which are familiar to them. So we got to work and developed the idea of using symbols instead of the time-worn dots and dashes. For example, when we showed our television slide films, we pointed out such sales factors as the number of television sets owned in Major League cities by using baseballs; if it were a fruitgrower's concern, we would probably revert to oranges or grapefruits. In other words, people have to be given an attractive picture of what they are

NBC BOWLING LEAGUE

SEPTEMBER 25, 1947 THRU JANUARY 22, 1948

	Team	Won	Lost	High Game	High Series	Average
1	Studio Grips	40	20	831	2273	690.89
2	Controllers	38	22	892	2550	800.09
3	Gremlins	37	23	802	2183	659.20
4	Engineers	36	24	895	2583	764.20
5	Traffic	35	25	879	2530	757.38
6	Radio Recording	34	26	859	2373	737.47
7	Recordettes	34	26	662	1844	565.24
8	Research	33	27	836	2238	693.82
9	Construction	30	30	900	2562	755.51
10	Spot Sales	29	31	841	2257	672.22
11	General Service	27	33	823	2345	717.89
12	Accounting	26	34	795	2234	698.11
13	Radio Rogues	24	36	707	2053	634.69
14	Audio Video	21	39	766	2059	630.20
15	Gadgeteers	20	40	827	2258	704.98
16	Set Ups	16	44	686	1826	576.91

Men—160 and Over

Individual Averages

1	Burholt	Controllers	45	173.49
2	Vaughan	Controllers	39	171.23
3	House	Construction	24	167.08
4	Carey	Controllers	45	167.02
5	Protzman	Engineers	17	166.59
6	Frey	Traffic	45	166.27
7	Bork	Gadgeteers	42	165.88
8	McKinnon	General Service	15	165.86
9	Baricak	Studio Grips	36	163.58
10	Hotine	Engineers	39	163.23
11	Buzalski	Engineers	27	162.00
12	Prince	Construction	42	160.45
13	Clarke	Construction	33	160.42

Women—130 and Over

1	DeMott	Gremlins	39	154.95
2	Surowitz	Radio Rogues	42	139.17
3	Ruiz	Gremlins	45	137.82
4	Beebe	Gremlins	45	134.98
5	Riebhoff	Radio Rogues	45	132.82
6	Collins	Radio Rogues	45	132.31
7	Alevizon	Recordettes	39	130.46

buying or selling in terms that are familiar to them. The name of our division—Graphic—is a true one, for it is our job to give graphic interpretation of the statistics worked out in the other divisions and sections of the Research Department."

Truthfully, I spent over two hours with Phil Hirsch that morning and still feel that I haven't covered one-third of what he told me. But for anyone interested in delving deeper, he's a great one to learn from. Go see him someday.

RATINGS

Howard Gardner is in charge of the Ratings Division. He told his division's story briefly by listing the six NBC departments with which he and his little staff work most closely.

"Our fundamental job," he said, "is the analysis and interpretation of program ratings as determined by Hooper, Nielsen, Pulse of New

York and others. Rating histories are compiled on all sponsored programs and various analyses are made.

"Advertising & Promotion uses these analyses in its advertising presentations.

"Our Sales Department uses them as selling tools.

"Our Executive offices are interested in them to determine general listening trends and the relative rank of NBC programs as compared to other network programs.

"Our Spot Sales Department uses this program data to help in selling time on a local basis.

"Our News Department receives periodic reports which give the ratings of our news programs as compared with those of other networks."

"In other words you are really the interpreters of all program rating information," I said.

"Yes, you might say it that way,"

he answered. "We are the ones who in addition to doing a liaison job with the rating services, also trans- pose the ratings submitted by them into a language easily understood by the various departments having need of them in their individual operations."

"That about does it, Mr. Gardner." "Thanks a million!" I started out the door and practically collided with Bob McFadyen, Chief of the Management division.

MANAGEMENT

"The Executive Department is the chief client for the services we have to offer," McFadyen said with his characteristic smile. "The nine of us dig up figures and facts on such things as our stations' power frequencies, expenditures by clients, U. S. radio ownership, AM, FM, and Television set production, rate and discount structures and most anything else that Management has need of.

"Charlie Squires is our Media and Markets expert, contributing most of his findings to Advertising and Promotion. For example, his group recently completed a study of available information on the youth market and its importance to advertisers. And when it comes to keeping tabs on magazines and newspapers this group is right there with facts on rates, lineage costs and other data on trends.

"We have Jack Bard doing writing on special studies of a varied nature. Right now he's at work on the implications of our changing U. S. population. When this study of social trends is complete we expect to have some valuable information to pass along to the Program and Executive departments.

—and lo, THE BUSY BEVILLE!

Masquerading as a "Hooper," I rolled into Hugh Beville's office. He was up to his ears in work, but we chatted for a few minutes about his department and agreed that an article like this, because of space limitations, can only touch on its services. Just then the 'phone rang and as I excused myself, I picked up a clipping which concisely sums up the director's attitude and projected plans for the future. It read: "When we find, as George Gallup did last November, that 60% of the American public had no detailed knowledge of the Marshall Plan and 39% of our population had not even heard of the Taft-Hartley Law, we must recognize that here is a real challenge to all of us. The new media (FM, Television, and facsimile) presents us with unrivalled opportunities to overcome public ignorance and apathy concerning crucial issues of our times."



NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

MARCH • 1948

VOL. 6 NUMBER 1

HILARIOUS NBC-ITES PROVE YOU CAN HAVE FUN ON FRIDAY THE 13th

The A.A. Mascot for the month of February—the Spirit of Friday the 13th—was overheard at the Cocktail-Dance exclaiming: “Mirror, mirror on the wall, who is the dizziest one of all?”

The Mascot had been swinging on a crystal chandelier in the Plaza Ballroom during the “Bumps-a-Daisy” to keep out of the way of the “bumpers” . . . but when that hilarious dance was finished Jimmy Lannan’s music switched to the “Nan-ucket” . . . and everyone went round, and ’round and ’ROUND!

The only casualties of the day—over which the Mascot seemed to have no control—were the disappearing beverage stubs and he confided that absolutely, it was “not done with mirrors.”

We think it was the Mascot who prompted A.A. President, Nick Kersta, to announce that the door prizes were all going to be Television sets. As it turned out, everyone was surprised and ten persons were mighty pleased to become owners of portable radios.

Nick Kersta, in his “farewell address,” gave thanks to his fellow-officers, Tom Knode, Adelaide Orr, Aneita Cleary, Ham Robinson and Al Walker for their assistance to

the A.A. during the past year and then introduced Paul Rittenhouse, the newly elected A.A. President.

Paul, accustomed as he is to “line-up,” gathered everyone in near the microphone while he called out the “assignments” for the coming year: F. A. Wankel of Television Engineering, 1st Vice-President; Corinne Pearson of Personnel, 2nd Vice-President; Donald Meissner and Jean Harrison of General Service, Treasurer and Secretary, respectively. Al Walker was reinstated as Social Chairman before he had time to bow out of the office which he held formerly.

When the hands of the clock came all too quickly to 8:30, the Mascot whispered in the ears of the Ballroom Manager and our Music Master and convinced them that the party was really just starting. Consequently, he arranged for an extra hour of merrymaking.

No one wanted to leave the dance at all—even at 9:30—but the Mascot got hungry and turned out all of the lights and the orchestra said farewell in six different choruses.

Recovered from the effects of being installed as “the Elected,” the
(Continued on Page 8, Col. 3)



Newly elected A.A. officers. Rear, l. to r.: Don Meissner, Paul Rittenhouse, F. A. Wankel. Front: Jeanne Harrison, Al Walker, Corinne Pearson.

JAMES M. GAINES NAMED ASS'T TO H. C. KOPF

James M. Gaines, Director of the National Broadcasting Company's Owned and Operated Stations, has been appointed assistant to Harry C. Kopf, NBC Administrative Vice-President in charge of Sales and Station Relations.

Mr. Gaines will continue as Director of Owned and Operated Stations and will assist Mr. Kopf in various operating activities concerned with sound broadcasting.

Mr. Gaines has been with NBC since 1942 when he joined the network's Stations Department. In January, 1944, he was made Assistant Director of Advertising and Promotion, and in September of the following year he became Manager of the Planning and Development Division. In January, 1946, when Station WEAf (now WNBC) began autonomous operations, Mr. Gaines was named Manager of the station, and a year later he was appointed Director of Owned and Operated Stations.

WANKEL, PHELAN, CASTLE UPPED IN ENGINEERING CHANGES

F. A. Wankel, former NBC Eastern Division Engineer, was appointed Assistant Director of Television Engineering Operations on January 30, reporting to Robert E. Shelby, Director.

T. H. Phelan has been appointed to Mr. Wankel's former post. Previous to this, Mr. Phelan was Assistant Manager of the Audio-Video Engineering Group. D. H. Castle, former Staff Engineer, succeeds Mr. Phelan.

Mr. Wankel, who has been with NBC since 1928, joined the company as one of its first student engineers. Two years later he was appointed Transmission Engineer in the Operating Group, and in 1934 he joined the Development Group to work on television experimentation. In 1940 he became Senior Television Supervisor, and in 1942 he was promoted to the post of Eastern Division engineer.

Mr. Phelan joined the company in 1929, also as a student engineer. He was a member of the Design Group

CARLTON SMITH APPOINTED MANAGER OF NBC TELEVISION

Carlton D. Smith, General Manager of NBC's Washington radio station WRC and television station

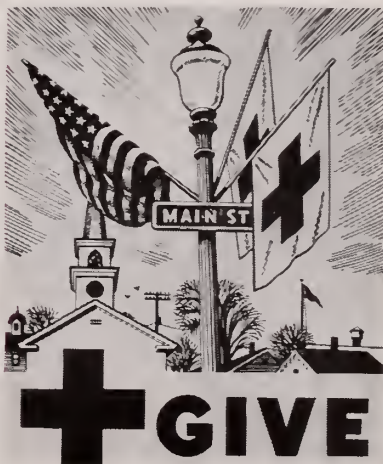
WNBW, has been appointed Manager of the NBC Television Department here in New York, effective March 15.

General Manager of WRC since 1942 and Assistant Manager of WRC and WMAL from 1933 to 1942, Mr.

Smith was NBC's presidential announcer for the entire twelve years of President Roosevelt's administration. He supervised the early development of NBC television in Washington and the opening and subsequent operation of WNBW, NBC's owned and operated Washington television station which went on the air last June. Since then he has been responsible for WNBW's rapid development both as a local station and as a key outlet of the NBC video network.

of the Engineering Department from 1930 to 1939, at which time he was appointed Assistant Audio-Video Facilities Engineer. Last September he was named Assistant Manager of the Audio-Video Engineering Group.

Mr. Castle came to NBC in 1933 as a Studio Engineer. He was made a Staff Engineer in 1945.





CORINNE PEARSON, *Editor*

WINIFRED M. CARTER, *Managing Editor*



Niles Trammell

A MESSAGE FROM THE PRESIDENT

The 28th annual report to the stockholders of the Radio Corporation of America has just been published. As employees of NBC, one of the subsidiaries of RCA, we all have an interest in learning "where the money came from" and "where it went" in 1947.

The following tables show the sources of gross income and what happened to it are from the RCA report:

Where the Money Came From

	Amount	%
RCA (manufacturing operations).....	\$233,308,803	74.3
NBC	65,690,001	20.9
RCA Communications & Radiomarine Corporation.....	19,141,385	6.1
Less intercompany transactions.....	4,116,617	1.3
TOTAL	\$314,023,572	100.

Where it Went

Cost of Raw Materials, Supplies, Sustaining Program Talent, Rent Sales & Advertising; Payments to Associated Broadcasting Stations; Research, Administration, and other operating expenses.....	\$166,971,401	53.2
Wages and Salaries to Employees.....	107,924,722	34.4
Other expenses	5,376,741	1.7
Taxes	14,981,151	4.8
Dividends to Stockholders	7,309,846	2.3
Carried to Surplus (turned back into business).....	11,459,711	3.6
TOTAL	\$314,023,572	100.

The net profit of RCA in 1947 equalled 6% of the company's gross income. At the year-end, RCA and its associated companies had 40,282 men and women on the payroll, and were providing work for many thousands of others outside the immediate RCA family.

Great strides were made by NBC in 1947 in broadcasting and television. I congratulate all of you, whose everyday performance at your jobs made possible the good showing of our company during the past year.

I would like to pass on to you a few words from a letter written to me by Brig. Gen. David Sarnoff, Board Chairman and President of RCA and Board Chairman of NBC: "Last year now passes into history. 1948 and the years ahead will pose even more difficult problems for the NBC than it had to deal with in the past. Correspondingly its opportunities ahead are also greater. I know that you require no reassurance from me of the confidence I have in you and your staff of workers in the NBC."

Echoing General Sarnoff's trust, I am confident that even though this year's problems and those of the years beyond will entail hard work and serious responsibility, the employees of NBC will fully measure up to the challenge of the future.

CHIMES IS FIVE

Chimes marks its fifth anniversary with this issue. At this notable point in its career, it extends its gratitude to all who have had a hand in keeping NBC-ites posted about themselves.

For sixty monthly issues put to bed, special credit goes to *Chimes* staff reporters and featured contributors whose departmental jottings and articles have enlivened its pages; to Press's Photo Division which has lent its photographers and cameras to cover *Chimes* stories; to Promotion's Art and Production Division for artwork, and printing and engraving detail; and to the Mail Room for carrying *Chimes* to its readers.

As Volume 6 succeeds Volume 5, *Chimes* introduces Winifred Carter, its new Managing Editor, a new-



Winifred Carter

comer to Radio and NBC who will be open to all ideas *Chimes* readers may have for their publication. Suggestions? Likes or dislikes? Why not drop into 512 to talk about the things you want to read in *Chimes*.

As for those entertaining bits of information you pick up around the clock at NBC which would make good copy for "It Happened in NBC," take them to the staff reporters. They've been keeping *Chimes* supplied with departmental news each month and would welcome your interest. They're listed below:

Don Foley—Adv. & Prom.
 Kay Henderson—Cont. Accept.
 Joan G. DeMott—Controllers
 Gordon Strang—Engr. Aud.-Vid. Fac.
 Ed Watkins—Empire State
 Vincent Genzardi—Engr. Maint.
 Ed Stolzenberger—Engr. Master Cont.
 Mary Bell—Engr. Recording
 Jack Irving—Engr. Tel. Fld.
 Mel Stickles—Bound Brook
 Bill Haerer—Port Washington
 Hal McConaghy—Air Conditioning
 Mary Heller—Gen. Service
 Cal Wheeler—G.S. Mail Room
 Jo DiMarco—Stenographic
 Jeanne Conkey, John Casey—Guest Relations
 Rosemary Pfaff—Information
 Eileen Tobin—International
 Elizabeth Moloney—Legal
 Bud Soden—National Spot Sales
 Fran Barbour—Network Sales
 Agnes Sullivan—News & Sp. Ev.
 Betty Smith—Personnel
 Roselle Hubel—Press
 Vincent Mitchell—Prog. Ann.
 Phebe Crosby—Music
 Robert Wogan—Production
 Tom Adams—Script

CALLING ALL EXPECTANT PARENTS!

New benefits have been announced by the Associated Hospital Service for members of the Family Plan our hospitalization and surgery group.

Since January 1, 1948, the surgical benefits for Obstetrical care have been increased from \$60 to \$75. The Plan also provides for \$80 allowance toward the hospital charges in Maternity cases.

If you enrolled in the Family Plan within the first three months of your employment with NBC, or, within 30 days following your marriage, there are no waiting periods required for obtaining these maternity benefits.

For further information on the NBC Hospitalization Plan, please call Employee Services, Ext. 46.

AS "CHIMES" GOES TO PRES

Sidney Strotz, Vice-President in charge of the Western Division of NBC has been transferred temporarily to New York to work with Frank E. Mullen, Executive Vice-President, on television plans and policies in preparation for opening of KNBH, Hollywood, in late summer. . . Frank E. Mullen announced that the television station to be constructed by the San Francisco Chronicle will be NBC's affiliate in that city. . . Add to NBC entries: the Congressional Record, a scrip from the "Home is What You Make It" series which concluded three and a half years on NBC on Feb. 21. Re Frank Keefe of Wisconsin wrote NBC that he considered the scrip "Abide with Me" built around World Day of Prayer "one of the finest things" he has heard.

NBC ACQUIRES 169th AND 170th AFFILIATES

Station KXLL, Missoula, Montana, became the 169th radio station to be affiliated with NBC. The affiliation became effective February 21.

On July 29, the 170th affiliate Station WSAU, Wausau, Wisconsin will be added to the NBC network.

Frank Loughran—Sound Effects
 Ray O'Connell—Supervision
 Marjorie Loeber—Public Aff. & Ed.
 Marilyn Costello—Radio Recording
 Willard Zurflieh—Research
 Marion Lucas—Station Relations
 Kay Collins—Stations-Traffic
 Anne Bachner, Rose Sheeky—Television
 Margie Doherty—Treasurers
 Betty Michaelis—Treas.-Pur.
 Frances Carlson—WNBC

TEXTBOOK "RADIO NEWS WRITING" BY WM. F. BROOKS

"Radio News Writing," a comprehensive textbook on the preparation of news for radio by William F. Brooks, NBC Vice-President in charge of News and International Relations, has just been published by McGraw-Hill.

The book deals with all phases of news writing for both radio and television, and includes an appendix of sample scripts illustrating the various types of news programs. It also explains the responsibilities involved in news broadcasts and the duties of a radio news editor.

Each of the eight general categories of news broadcasts is treated in a separate chapter—straight news reports, world or domestic roundups, news commentary or analysis, specialized commentary or analysis, news feature reports, on-the-spot pickups, women's news and sports.

The text is based on a course given by Mr. Brooks for the Columbia University Extension School.

FIRST SERIES IN SECRETARIAL TRAINING PROGRAM COMPLETED

On March 4, the first series of classes in the Secretarial Training Program was successfully completed with a class discussion on NBC office services. Over 50 secretaries and stenographers in the company had taken advantage of these refresher classes in NBC secretarial procedure which had been held each Tuesday and Thursday beginning February 10.

Course subjects included general secretarial procedures, telephone techniques, filing techniques, stencil cutting, dictaphone transcription and NBC office services—stenogra-

(Continued on Page 8, Col. 4)

NBC HOLDS WORKSHOP SERIES FOR AFFILIATES; FIRST IN N. Y.

On February 9, 10 and 11, NBC executives met at the Waldorf-Astoria Hotel with 88 representatives of 40 Eastern affiliated stations in the first of three Workshop meetings which are being conducted this year by the Network to discuss problems mutual to it and its affiliates.

The first day's meeting, presided over by Thomas C. McCray, NBC National Program Manager, dealt with programs and production. The following day, J. H. Nelson, NBC Director of Advertising and Promotion lead the discussion in his field. The third day of the Workshop was given to two groups who met simultaneously: one, an engineering roundtable under the chairmanship of George McElrath, NBC Director of Engineering Operations; and the other, a discussion of press relations and publicity with Sydney Eiges, Vice-President in charge of Press, at the helm.

Niles Trammell, NBC President and Noran E. Kersta, Director of Television Operations were luncheon speakers.

A similar Workshop is being conducted this week in Chicago for NBC Central affiliates. On May 12, 13 and 14, representatives of the network's Western affiliates will attend meetings held in Los Angeles.

JOHN J. MERRIGAN

It is with regret that *Chimes* announces the death of John J. Merrigan, Inspector on the Protection Staff, General Service Department, on February 28. He had been ill for several months.

Inspector Merrigan came to NBC in April, 1942, as a member of the first Protection group.

He is survived by two sons and a daughter.

WNBC'S "HOUSING—1947" CONGRESSIONAL RECORD ENTRY

"The Congressional Record" for February 5 contains a reprint of one of the scripts of WNBC's "Housing—1947" programs, broadcast last September and October to clarify the issues involved in the housing problem.

Speaking before the Senate on February 5, Senator James E. Murray, of Montana, requested and obtained consent to have a statement by Senator Wagner "dealing with a series of broadcasts on the housing problem, produced by station WNBC in New York City, as well as one of the broadcasts" included in the appendix of the Record.

Referring to the vital importance of attaining a solution to the housing problem, Senator Wagner described the "Housing—1947" broadcasts as representing a "noteworthy example of public service in informing the public on an issue of major national importance." He stated that "all the issues and all the points of view on housing were presented to the public in dramatic, incisive, and accurate form," and that station WNBC should be strongly commended for undertaking it.

The script of the September 25th program was then quoted in its entirety.

PROMOTIONS

The following NBC employees have recently received promotions.

James M. Anderson, Engineering, from Assistant to Senior Air Conditioning Engineer.

Ulrich Caro, Engineering, from Television Student to the Audio-Video Facilities Group.

Nancy Ewels, Network Sales, to a new secretarial post.

Dennis Frakes, Engineering, from Recording Clerk to Matrix Man 2/c.

William Fraula, Engineering, from Metalizer to Matrix Set-Up Man.

Marie Freda, General Service, from Continuity Typist to Night Supervisor.

G. M. Hastings, Engineering, from Engineer to Staff Engineer.

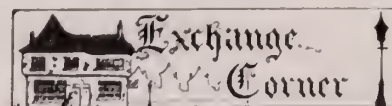
Lawrence Lockwood, Engineering, from Television Student to the Audio-Video Facilities Group.

George Marshall, Engineering, from Recording Clerk to Stock Clerk, Master Control.

Bernard Martin, Guest Relations, from Guide to Cashier.

Virginia McCutcheon, Denver, to Executive Secretary, Legal, N. Y.

David Murray, Guest Relations, from Guide to Cashier.



FOR SALE—1941 Hamilton Beach vacuum cleaner with attachments. Excellent condition. Attachments have never been used. \$25. K. S. Colen, Ext. 333.

FOR SALE—English riding boots, prewar leather, size 6. In excellent condition. \$10. Virginia McCutcheon, Ext. 724.

FOR SALE—Pique dress shirt for tux. Brand new. Size 15-34. \$3.50. Mary Alcombrack, Ext. 421.

FOR SALE—Playpen. Good condition. John T. Murphy, Ext. 8047.

WANTED—Second hand crib. John T. Murphy, Ext. 8047.

WANTED—Spinnet or Studio Upright Piano. Rosemary Pfaff, Ext. 333.

WILL SWAP—Attractive, recently redecorated, three room apartment, modern building, East Side Manhattan, new rent \$80.50, for modern 4-5 room apartment, Jackson Heights or Westchester. Paul Lynch, Ext. 791.

Alan Neuman, from Page in Guest Relations to Programming Assistant in Television.

Jane Percival, from Script Stenographer in Program to Secretary in Public Affairs and Education.

Harold Pietsch, Engineering, from Air Conditioning Helper to Air Conditioning Watch Engineer.

Charles Pruzansky, Engineering, from Recording Engineer to Development Group Engineer.

Harold Ritchie, Engineering, from Apprentice to Studio Engineer.

Evangelo Sangas, Engineering, from Assistant Air Conditioning Supervisor to Air Conditioning Engineer.

Jennie Shataka, General Service, from Assistant Supervisor PBX to Assistant Chief Operator.

Elaine Simpson, from Secretary in Radio Recording to Executive Secretary in National Spot Sales.

Edwin Taffe, from Main Hall Receptionist in Guest Relations to Apprentice, Engineering.

Jerry Verbel, Engineering, from Recording Messenger to Recording Clerk.

Vivian Zingrebe, from Secretary in Public Affairs and Education to Secretarial Assistant in Television.

Joseph Zitz, Engineering, from Matrix Man 2/c to Metalizer.



Under the Secretarial Training Program, Marion Lucas and Adrienne Krucher of Station Relations, Jane Reedy and Alys Reese of Continuity Acceptance, Joyce Tyrell of Research and Lillian Mongesku of Television Research receive instructions on dictaphone transcription from Margaret Leonard, Stenographic.

MODEL SHOP CRAFTSMEN

To a greenhorn at NBC who must write as if she thoroughly understands her unfamiliar subject, the Model Shop—did you know there was such a place over in 2M-1 in the Sixth Avenue Building?—offered possible familiar ground for a first feature. After all, back in that industrial plant on the Jersey meadows whence she came, there were people like engineers and skilled machinists; there was a machine shop filled with intricate machines to make more machines. Sawing, milling and machining delicate parts for sensitive radio and television equipment is a bit removed from sawing, milling, and machining parts for a mixer in a plastics plant. Yet a lathe is a lathe and a milling machine, a milling machine on either side of the Hudson—so these provided a starting point. Before the end, however, she was to learn that though a model shop is a machine shop, all machine shops are not model shops.

In querying Elmer Mead, Model Shop superintendent, about his domain, Mr. Mead came out with the broad statement that "we make anything in metal down here." And looking around the bright, fluorescent lighted shop with its red linoleum floor and machines painted a shiny grey, you don't doubt Mr. Mead's words, for 2M-1 seems a model Model Shop. Elaborating on this, Mr. Mead added that his seven men work with plastics, too, and that "anything" means anything for the engineers. The Model Shop is one part of the Technical Services Group of the Engineering Department.

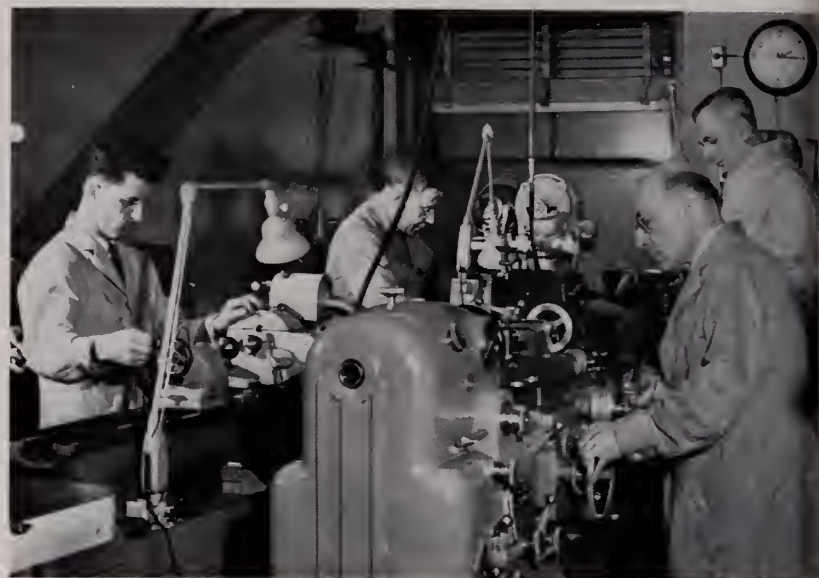
Asked to be specific about that unknown quantity "anything," Mr. Mead began, "One thing about work down here, everyday is different. We never know what is going to happen from one minute to the next. Of course, we have our regular assignments from the engineers. Take Fred Guber, over at that bench by the window. He's making 'pocket ears.' They're miniature receiving sets which will fit in a man's breast

pocket. But at any time we may get an SOS for repairs needed on the television 'dolly' in 8G. A mike boom just off the air may need a new part in order to go on again in fifteen minutes, or one of the engineers may want three or four radio chassis in a hurry. Though we do all this, our main reason for being is to make the first model of any equipment developed by Engineering. That's where we get our name."

And with those words, Mr. Mead turned the floor over to his Model Shop craftsmen, explaining that they were the men who knew the history of the shop. And know it they do, as they should. Counting Elmer Mead's nineteen years' service in NBC Engineering, though he has been with the Model Shop for only a year and a half, the Model Shop is credited with 96 years of NBC service. Since five of the men, Fred Guber, Clark Bundick, Gus Bosler, Bill Yoost and George Peers are also former RCA employees, these old-timers are wont to boast 143 years of service for the shop. About two years ago Bill Bork joined them. George Townsend, their most recent recruit, has been in the shop a month and a half.

Previous to a year and a half ago these mechanical artizans had been assigned to various sections of the Engineering Department. For instance, when George Peers came to NBC from RCA in 1937, he was assigned to Television Development working with E. D. Goodale. There, he is proud to say, he put his mechanical skill to work on building the first Orthicon television camera for field work.

Elmer Mead had mentioned these first models made in the Shop, and since he had also hinted to his men that they might be pinned down to facts about themselves and their work for a *Chimes* feature, Fred Guber had prepared a list of several "firsts." Even his list, which he said couldn't attempt to cover the amount of equipment that they had built, is too long to enumerate. Most of the



Working at the lathes in the Model Shop are four of the Model Shop craftsmen—George Townsend, Bill Yoost, George Peers and Gus Bosler.

models, however, on exhibition in the 4th and 5th floor Studio Section which yearly awe thousands of visitors to Radio City were machined and assembled by the men in the Model Shop—the transmitter and receiver used by Captains Stevens and Anderson in the first stratosphere flight; the "beer mug" transmitter; the Easter parade transmitter in the high silk hat; the parabolic microphone. Gus Bosler laughed when he recalled the development work on the last. He had had to run out to Bloomingdales' to get 8", 10", and 12" chopping bowls in which to set microphones for the engineers' experiments.

Some other "firsts" aren't on display here. Gus and Clark Bundick made the first mobile transmitter which was installed by NBC in a Buick to follow the late President Roosevelt's inaugural parade in 1933. Clark's mechanical skill also went into perfecting the NBC Chimes machine, as well as the time sounding device and the code machine for news flashes. When the Empire State television transmitter was being built, Bill Yoost got plenty of exercise running between 49th and 34th Streets, making and

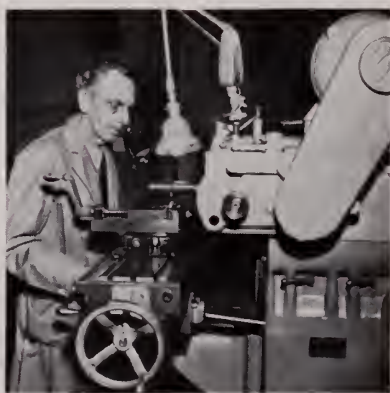
trying out parts for the transmitter. Bill Bork spent the first of his two years at NBC installing and perfecting Radio Recording equipment which he had machined in the Model Shop.

Proud of their products, the Model Shop craftsmen are proud, too, of the machines which they expertly operate to turn out fine results—saws which easily cut steel into any desired shape; drill presses; milling machines which can cut .0001 of an inch into flat surfaces or gears (the finest hair is about .002 of an inch); an engraving machine which affords Fred Guber so much pleasure in a work that he has one at home; and lathes, the newest of which Clark Bundick explains like a proud father is the most advanced and accurate type for turning tapers, cutting lead screws in either English or metric thread, boring holes within .001 of an inch, performing at any speed between 6½ and 4000 revolutions per minute.

The Model Shop men are a highly specialized team. Be it brazing handcraft machining—or bowling—they want it known that nothing can stump them.



Elmer Mead, Model Shop Superintendent, and Bill Bork at a milling machine.



Models are Clark Bundick's hobby, too. He has built six-foot model of 20th Century streamliner at home.



George Peers makes adjustments on new "beer mug" transmitter constructed in the Shop.



Fred Guber assembles tiny parts he has skillfully machined for "pocket ears" miniature receivers.

It happens at NBC

ADVERTISING & PROMOTION

On March 20, Mary Lou Repult will represent her native state, Tennessee, in the nationwide auditions being conducted by the Associated Concert Bureau. The event is to be held in Carnegie Hall, and singers from all forty-eight states will compete.

There's a new face on Secretary Row in 217 this month. Cindy Converse, a Bronxville belle, comes to NBC straight from secretarial school and college. On duty here, she's secretary to Copy Chief Dick Blake.

Laden with dozens of pink and blue shower gifts tied with pink and blue ribbons, Gerry Cunningham left A & P with everyone's good wishes to start raising a family. Dorothy Donovan has taken over Gerry's job in Sales Promotion.



Roy Porteous proudly presents his daughter, Constance, his first child, born last September.

ENGINEERING

FACILITIES — Peace and quiet reign in the outer office of the Chief Engineer. Jean Bissell and Margaret Conroy are finding time to catch their breath while "OB" is on his annual inspection trip to the hinterland.

Changes and additions come so fast in 517 that *Chimes* should be published more often to keep us up to date. The following additions have brought the population of the general office up to thirty people. Radio Facilities and Allocations have added Mary Cregan and S. Edwin Piller.

Audio-Video announce the arrival of Ulrich Franz Caro, R. H. Barnaby and Lawrence W. Lockwood.

To the drawing boards of Technical Service comes Murray Compert (welcome back) and to the Model Shop, George Townsend.

Changes include Don Castle's ap-

pointment to Assistant Manager of Audio-Video Engineering. We also have the news that Jerry Hastings has become Staff Engineer. Dave Moloney will take his place, leaving a gap to be filled by Francis Connolly, late of New York Maintenance.

Ed Berglund has left the Engineering family. We'll all miss him, but are proud to be able to call the new Vice-President of the Intercontinent Engineering Corporation by his first name.

RADIO RECORDING—Under the "what's new with who" column, George Marshall has been transferred to Engineering Maintenance Stockroom; Dennis Frakes moves up from Clerical to the Processing Section; and we extend a welcome to Arthur Richards, new Master File Librarian.

New contributors to the Third Finger, Left Hand Club are Don Axt who recently became engaged to Miss Gloria Behrend; Dennis Frakes whose engagement to Miss Gloria Wille has been announced, as has Leonard Lucas' engagement to Miss Miriam Barad.

TELEVISION—Unusual Boston weather, a balmy breeze and bright sunshine, greeted the mobile field unit in Boston for the Dewey Lincoln Day speech. Ed Kahn, A. E. Jackson, Oggie Bowman, Bob Galvin, Al Henderson, Ken Geiman, Harry Samuels and Jack Irving couldn't believe it after the blizzard they'd encountered at the Fish Pier for the outdoor show. The 40-inch lens, largest owned by the field, was used at the pier to show Boston landmarks and a trawler a mile out in the bay. These things were possible only during rehearsal, as five minutes before show time the snow obscured everything over 20 feet away.

So many pick-ups have been made from the Waldorf-Astoria lately that Eddie Wilbur, field supervisor, instructed Aaron Stephenson, Carlos Clark, Frank McArdle and Steve Varley to run in a permanent coaxial cable. Clark and McArdle dropped the cable down an air duct from the 19th to the 6th floor. There the duct seemed to wander all over the building. Stephenson, the smallest of the group, was elected to crawl into the duct to try to find the cable. A house electrician was summoned who shouted instructions to Steve. In some way not explained, the house electrician disappeared, leaving Steve to his own devices. Wiggling in was one thing, and wiggling back another. It couldn't be done. After an hour of trying to back up and finding himself three feet forward, Steve was ready to give up when he

noticed a space in the air duct revealing a plaster ceiling. Taking a pair of pliers, Steve knocked a hole in the plaster. The startled faces of the customers in a barbershop below greeted Steve as he poked through. "Will someone call the house electrician and tell him I'm stuck here?" asked the imperturbable Steve. The barber hurried, afraid Steve would make a hole big enough to climb through if he didn't.

GENERAL SERVICE

BUILDING MAINTENANCE—Yours truly, Mary Heller, is back after a month's enforced vacation during which, thanks to the gang in 508, a beautiful satin bedjacket became an added luxury. Thanks also to the gals in PBX who so thoughtfully sent a delicious gift basket, not to mention the flood of cheerful greetings received via the mailman.

Another NBC-ite to be remembered in typical NBC fashion was Valentine Cunningham, confined at the Triborough Hospital, whom the PBX gals elated with a surprise birthday visit plus presents and all the trimmings. NBC-ites never forget a pal.

We welcome William Riecker, new recruit on the Protection Staff.

Sorry to lose Pauline Kohler, but when the victor is that fellow the stork, what can you do?

Congratulations to Jennie Shataka on her promotion to Assistant Chief Operator.

MAIL ROOM—Harry Reinig has left the "ole mailroom campus" to attend the R.C.A. Institute . . . John Christophel is the latest addition to the mail corps . . . Al Dublin, we are happy to say, has recovered from his recent appendectomy . . . Ernie White is beaming because of his acceptance into the announcing class.

Our Audience Mail Department is now handling television fan mail. This, along with the deluge of regular audience mail, has Evelyn Varian counting letters at night instead of sheep. As it was, the mail for shows such as *Truth and Consequences*, *Bob Hawk*, *Jack Berch* filled the room. One busy Monday morning 11,000 pieces of mail were counted for one program alone.

Something has been brought to my attention, of which, I imagine, the entire male population will approve; i.e., an evening for which the girl foots the bill. (Pause for a long sneer from the feminine gender.) Ed Thompson, it seems, was asked out on a "leap year date" and highly recommends said goings-on.

STENOGRAPHIC—Come sleet or snow, nothing keeps the girls in 502 from having an evening of fun. The latest festivities—a bridal shower for one of our co-workers, Nancy

Gentile, who became Mrs. Raimondi on January 31.

Steno rolls out the welcome mat for the new girls—Ruth Howard, Jean Pugsley, Edna Erickson, Theo Larounis, Elizabeth Morrison, Sarah Rose, Leonora Baylis and Anna Kramer.

GUEST RELATIONS

The elections are past, and the installations completed, but deserved laudatory comment is never out of order. The members of the Guest Relations Department congratulate Paul Rittenhouse, the president elect of the AA on his victory at the polls.

After-hour pastimes: Harriet Taylor just adores children. We know this to be true, for she spent one of the mildest weekends of the winter taking care of a small baby boy. The baby is her nephew, and its parents were off on a week-end trip. To those readers with babies, I might add that Harriet's rates are very reasonable . . . Jack Weir has an interesting hobby. He builds things—boats, railroads, airplanes, and houses. Jack, however, is no threat to Henry Kaiser, for his projects are on the model scale, very authentic and exact. His model of the Normandie, finished after hours of hard work, is six feet long . . . Dick Schneider is conducting a workshop in radio scripts at his apartment each Friday. Interested members of the staff get together there to do short plays and radio scripts. Sounds like fun . . . Ray Chambers, George Howardell, Scottie Connal and Al White are working on a stage production of a show concerning juvenile delinquency. The production is under the direction of Paul Whiteman.

With this issue, Guest Relations' reported, John Casey, retires after thirteen months of enjoyable association with the *Chimes* staff.

INFORMATION

Dick Stahlberger is now an enthusiastic convert to "Bi Bop" to the dismay of most of the members of Information who still can't figure out what the thing is all about. Since Dick's friend Stan Kenton's recent debut at Carnegie Hall, we find that Dick's ideas are shared by hundreds, maybe thousands. Even the *New York Times* was there.

Araz Kazanjian, Kay Cole and Rosemary Pfaff, not to be outdone musically, root for the NBC Choral Club each Tuesday and Thursday. We are hoping this group will become vocal about itself soon.

LEGAL

We submit our contestant for the best looking baby belonging to an NBC-ite by introducing Barry Lynch, 10 months' old progeny of Paul Lynch, one of NBC's legal

lights. Isn't he darling? Barry, that is. Reason enough, he takes after Papa.



Barry Lynch, 10-month-old son of Paul Lynch, Legal Department.

The legal distaff lineup has been augmented by the recent arrival of Virginia McCutcheon from Lloyd Yoder's precincts at KOA. She solves Henry Ladner's secretarial problems very capably, but can't solve her own. To wit, anyone hearing of a vacant apartment, furnished or unfurnished, call Virginia on Ext. 724.

Our own Bea Horn will exchange vows with Vincent Daily on March 20 in St. Mary Gate of Heaven R C Church, Richmond Hill, L. I. The reception will be at Ciro's Kew Gardens. After a honeymoon in Canada, Bea and Vin will settle down temporarily in an apartment which they were fortunate enough to lease for six months. After that, anyone hearing of an apartment, call Bea on Ext. 715.

Virginia "Mac" McMahon lost her appendix quite unexpectedly but is recuperating from the loss and the surprise at home in Floral Park. Mac says she finds it difficult to thank everyone in person for all the cards, books and good wishes . . . Ginny O'Connor had a touch of flu, and things were mighty dull around here without her sparkling Spanish-Irish humor.

NATIONAL SPOT SALES

Our All High Lord and Master, Jim McConnell, has embarked on a tour that will take him all the way to the west coast. Before he left, the department feted him with presents ranging from an electric razor to a life membership in the C. A. I. C.

Speaking of the C. A. I. C., the Spot Sales members have been the guest of Nick Kersta and Company every Tuesday night and have been seeking out the inside facts of television via Nick's personally guided tours. At the completion of these meetings we will all be Grand Masters of the Order.

Just recently, a rash of spring fever has broken out among the young and lovely of the office, and wedding plans galore have been announced. The lucky man-catchers are Doris Kammerer (June 26), Olga Schoelles (May 29) and Betty Jacobs (May 26). Betty is now with WNBC, but she was in this department when she met her husband-to-be.

The rest of the gals are making it hot for the remaining bachelors. Rosemary McCarthy startled the office a while back with a slightly oriental hairdo to add to her already "new look," and Elaine Simpson, a new arrival from Radio Recording, has set up temporary bachelorette headquarters here in New York. It all adds up to Operation Leap Year.

Hero of the week is Jack deRussy's dog. She won a blue ribbon at the Madison Square Garden Dog Show.

NETWORK SALES

Now we call him Hawkshaw! Charlie Phelps, who lives in a one-room New York apartment, is a collector of clocks—30 or 40, he's not sure of the exact number. Last November he returned from a football game to discover that a sneak-thief had relieved him of a camera, a box of trinkets, a pair of fur-lined gloves and three clocks. He reported his loss to the police, since one of the clocks was of considerable value, purchased in Paris during his stint with the Navy. On the way to an appointment the other day, Charles walked down 3rd Avenue gazing into the antique shop windows, and there, high on a shelf, he spied his brass mantle clock! He notified the police. Two detectives went with him to the 3rd Ave. shop, where he identified the clock to their satisfaction, and now it's back in its proper niche in the Phelps apartment.

Rita McCarthy is the newest arrival in Room 412. She's Frank Reed's secretary, and like all new arrivals Rita was slated to attend those impressive-sounding orientation classes in 694. She arrived at the signified time, took her seat, and stayed until the end of the class, at which time she returned to the office and in due course went home. Now, we have since discovered that the class in session on that particular day at that particular time dealt with the mysteries of *resuscitation*! Did Miss McCarthy really think that instructions in resuscitation were a part of orientation at NBC? To date she hasn't told.

NEWS & SPECIAL EVENTS

The life of a foreign correspondent is not always one of an observer. John Donovan, in addition to coming up with several exclusives on Americans killed in Jerusalem rioting, has

turned up a hero in his own right. A bomb blasted the three-story building occupied by the Palestine Post in the heart of Jewish Jerusalem. It started a fire that destroyed the structure. Arriving soon after the explosion, Donovan entered the building twice to carry out unconscious pressmen.

PERSONNEL

The recent birthdays of Seth Faison, Ruth White, Anita Hoffman, Bill Roden, Corinne Pearson, Lorraine McCue and Doris Ann have kept Personnel well-fed and happy with cokes and cookies for all. Although some thought's been given to grey hairs, Bill doesn't have to worry. His cake with eight candles proves he's just a boy at heart. Anita outdid them all. She wore a birthday corsage from her husband—says it's an established custom.

Can anyone whistle? Henrietta Grice received a hurry-up call from the *New York Times* for experienced whistlers. Since "Hank" can't whistle, we are giving you readers a crack at this golden opportunity.

Anne Middendorf, the gal who solves everyone's problems, had a little trouble herself over the February 22 holiday weekend. Motoring back from Pennsylvania in the black of night, suddenly, her car stopped. Since no amount of pleading would start it, Anne could do nothing but tramp for miles through wilderness in search of a service station. Hours later, she returned with a mechanic who calmly pushed the accelerator, and the car was on its way.

Speaking of wilderness, Fran de Luca's family has left the metropolis (Hasbrouck Heights) for the wide open spaces of a 65-acre farm. The family has suddenly increased to include four cows and 750 chickens.

PRESS

Wedding news headlines our column for the third time in four months. We are happy to announce the marriage of Betty Foulk to David Zingg, formerly of NBC-Press, and now editor of "Unifruitco," magazine of the United Fruit Lines.

Mary Ruiz returned from lunch one day with her head in the clouds. Walking along the hall, she met Jim Miller who asked, "Why the dreamy look?" "Oh," sighed Mary, "I just came up on the elevator with James Mason." "Well now," quipped Jim, "aren't you doubly fortunate—you may ride down in the elevator with James Miller."

NBC programs are popular, as Roy Battersby can prove. While Roy was working the 4 to 10 P.M. shift on Saturday, February 21, an airline's executive called for three *Truth or Consequences* tickets for that night. He was so anxious to secure the tickets, he even offered

Roy two-week's vacation in Bermuda if he would get them. No, Roy didn't take advantage of the offer. That sunburn was acquired on week-ends in Atlantic City—at his own expense.

PROGRAM

ANNOUNCING—We in the Announcing Division are welcoming two new boys, Mel Brandt and Lionel Ricau. Mel has appeared in well over 1000 major network shows in a variety of roles. For two years he announced *When a Girl Marries* and for another two years he was in Iceland with the OWI as a news announcer on *The Voice of America*. To date he has played leads on 54 major network television shows. Not exclusively a radio man, he has played summer stock in the legitimate theatre and has done foreign language dubbing for MGM International Films.

Lionel Ricau was formerly an announcer for WSM Nashville, Tennessee, where he was assigned to the two feature newscasts of that station. He was narrator for all public service programs originating at WSM. In the field of dialects and comedy, he was heard weekly on the *Jack Baker Dixie Night-cap* show. Prior to going to WSM, Mr. Ricau wrote and produced *Headlines on Review* and *The Adventures of Captain McBride* for WWL in New Orleans.

At the time of writing, Bob Dentor had been out ill for a week. We're hoping that he'll be back on his feet soon.

MUSIC—Miriam Martin, who used to take and type Ernest La Prade's dictation, has resigned to take a job downtown with the same firm that employs her husband. Replacing her is Ruth Ost. Ruth has studied piano since she was seven and has sung in the New Jersey All-State Chorus and with the Texaco Choristers.

Bill Paisley's fifteen-year-old ballad, "Beautiful Dreams" is being heard on commercial shows again. Both the *D and H Miners* and the *American Album of Familiar Music* featured it on Sunday, March 14.



G. Kna

Thomas Belviso, in cooperation with Production's Edwin Dunham has been building the Network Library of recorded music—orga

and orchestra—since early November. During the process, they've worn out at least four organists and all the typists they could corral. But the finished products, records and catalogue, are very fine indeed, and no doubt worth the strain on nerves and ears.

PRODUCTION—Frank Papp's "Documentary Workshop" is the newest addition in Production classes to the ever increasing Radio courses offered by Columbia University in cooperation with NBC. These courses offer an unlimited number of classes in every phase of Radio, all of which are worth investigating.

We heartily greet Jim Hayes and new member Charles Kebbe. Joan Cottingham, supervisor of Script Routing replacing Dotty McBride, has a very capable assistant in Lee Foronda, recently transferred from Guest Relations. Guest Relations, basic training ground for further advancement throughout NBC, has provided many a department with personnel, and ours is no exception. The Misses Cottingham, Clyne, Diaz, Lester; the Messrs. Sosman, Stetson, Mitchell, Derby; Associate Directors Knight, Weihe, Hayes; and yours truly, Bob Wogan, are all original G.R.-ites.

Director of *The First Piano Quartet* and the NBC chorus, Jim Kovach now spends his extra hours viewing television over a set which he himself built.

Gloria Clyne, Adelaide Smolen and John Bloch have taken advantage of the NBC Tuition Plan.

George Voutsas, producer of *Honeymoon in New York* and *RCA Victor Show* is also a composer. His newest tune is titled "Time to Dream."

SOUND EFFECTS—Wes Conant is swinging a very effective sabre these days. As a member of the Sal-tus Club team from New Jersey, he was one of the main stickers helping to defeat the Army and Navy and other fencing clubs.

Stu McGregory goes to town on that one man band act he puts on in Set-Up. Look out for Spike Jones, Mac.

Al Goldblat fell asleep in the barber chair after telling the barber to trim his eyebrows. He is now the browless wonder of Radio.

Arthur (Trouble-Report) Zacks was recently seen hurrying into studio 8B with a bucket of new snow for the *Girl Marries* program. What next will we do for our art?

PURCHASING

Birthday greetings to Vicki Mack and Edna Kane.

The Johnston's, Bob and Ethel-grace, entertained Vicki Mack, Edna Kane, Mary McNulty, Dot Clements of Transportation and B. J. Michae-

lis at their home, Saturday evening, March 6. The occasion? To introduce them to their young son, Carl, of course! Carl is five months old and as fine a fellow as can be.

Many, many thanks to Mary McNulty who allowed her handsome escort to dance with all the gals at the Plaza cocktail party.

RADIO RECORDING

Florence Meyfort and some of the other Recordettes couldn't wait until April, so they threw a shower, and the gal caught in the rainstorm of presents was Rita Alevizon.

With a hey and a hi and a ho! ho! Merrill Lynn Grodnick, girl traveler, started on her journey to the Berkshires in the highest of spirits. She wasn't depressed when the car broke down, making her spend part of a Friday night waiting for the tow truck to arrive on the scene. The blues slowly began to appear, however, when on arriving at her destination, she found that the ceiling over her bed leaked. After trying desperately to move the bed, she finally gave up and moved only the mattress to the floor. Just because the water facilities were limited and the hot water cold and the cold hot, don't think our pioneer was discouraged. Merrill Lynn will tell you that she was very lucky, for all this happened on Friday the 13th.

We bid farewell to Elaine Simpson who has been transferred to another department. Before leaving, however, "Flash," as she is called in the alleys, bowled a high game of 191.

RESEARCH

"And Suddenly it's Spring." It seems as though the Big Snow of '48 made the first snowless day appear as crocus and violet weather. Four of our number decided to announce engagements. In fact, one just skipped over the engagement and is already married. First of all, June Norman of Ratings has rated Howard Russell Keough high enough to accept a beautiful one-carat ring as a prelude to the wedding on September 11 in Christs' Church, N. Y. where they first met. HRK is studying law, preparing himself for government work . . . John Brian Foley has announced his engagement to former NBC researcher Marguerite Edwards, who is now working for WHLI in Hempstead. Since WHLI is probably going to MBS, John will hear more about "Listenability" than he bargained for . . . Penny Drossos has set the date of her marriage to George Sangas for May 16. George is a food distributor, supplying night clubs and hotels. After their wedding, the couple will honeymoon in Canada.

Jack Bard was married Sunday, February 22 to Fannette Druz at the

Hotel Sheraton and spent his honeymoon in the "cool waters" of Miami Beach and Havana. Seems like Jack likes cool waters, for he first met his wife when she hit him on the noggin' doing a backstroke at Long Beach, L. I. Jack remarks that, "It was love at first blow." Just to keep in the swim they plan to live at cool Manhattan Beach. Now if Jack can only keep out of hot water, everything should be fine.

STATIONS

STATION RELATIONS — Easton Woolley and Buck Lyford are back from Canada where they attended the Canadian Association of Broadcasters' meeting. As you read this Mr. Woolley and Sheldon Hickox will be attending the NBC Workshop in Chicago.

Steve Flynn was all set to return to his Alma Mammy, of which there is no other like Dartmouth, for the Winter Carnival, but it didn't come off. What's the matter, Steve. Don't you feel like a college man any more?

TRAFFIC—Hats off to Gwen Culbertson, a comparative newcomer in Commercial Traffic, who had to take over the office when both Matt Boylan and Hamish McDonald McIntosh fell ill on the same day. Gwen was all aflutter, but came through with flying colors.

The reports division had a little moving around when Elaine Blau Scherl left us to become a lady of leisure. Bill Forrester took over Elaine's job, and a newcomer, Sandra Needham, is doing Bill's former work.

A. M. Caramore is having quite a time trying to understand what Bill Forrester and Alice Jacobs are saying when they banter back and forth in German. Cara is taking French, but that doesn't help much in translating German. We'll have our own international department soon. Now Kay Collins is studying Spanish at Queens College. Steere Mathew is still teaching his Chinese house guest the English language and says he has taught him enough to tell a Chinese joke in English.

TELEVISION

ADMINISTRATION — Gloria Potter has moved to 688 to become Charlie Bevis' secretary, and Barbara Grahame comes from Radio Recording to join Nick Kersta's office staff.

ENGINEERING — That television "bug" that people have been talking about for years has finally been captured and presented to Russ DeBaun. The "bug" is the wierdest wire contraption yet seen, but as long as Russ keeps it trapped, we're guaranteed no further trouble.

This is vacation time for three of our engineers. Jack Burrell is sunning himself in Florida, and Alfie Jackson and Oliver Fulton have just returned with beaming faces from skiing in Canada.

688 is looking more and more technical these days with "Doc" Shelby and P. A. Wankel in our midst.

Helen Jost, secretary to Mr. Shelby, will soon be leaving NBC to await a blessed event.

FILM—Wierdest story of the week. Chris Nelson swears he's re-decorating his apartment with zebra stripe walls and leopard skin couches. If it turns out that way, Frank Lepore, Gene Boesch and Henry Frerens have promised to go over with the incense.

Just discovered the other day that Frances Kerwin is working as film librarian with Vic Borsodi over at our 45th Street vault.

Have you seen Gene Boesch with his blue-grey shirt and yellow tie, looking like something out of a French movie? Nothing is ever quiet in the film division. If the news isn't hot, the boys' clothes are loud. Red suspenders, yellow ties, bright plaid sox—what next?

PRESS — Mary Ruiz proudly informs us non-bowlers that her team, the Gremlins, is in first place.

Sy Friedman is infantepting.

PRODUCTION—Room 755 now has a sign on the door, reading: *Fleugle-town, U.S.A.—Miss A. Fleugle, Prof. H. Fleugle, Dr. Wm. Fleugle, Mr. D. Fleugle*—or as they appear on NBC records, Anne Bachner, Hal Keith, Bill Garden and Doug Rodgers. They're the Fleugle's, Incorporated, and a week or so ago a comedian picked up the name and has been using it on his show. Fleugle's, Inc. are now looking for a lawyer or a new name for their "town."

Owen Davis had an artist visiting him who drew caricatures. Some of the priceless ones (certainly worth coming up to look at) are of Noel Jordan, Bob Sarnoff (the man who smokes a small cigarette with the large ash), Felicia Warburg, Ira Skutch and Adrienne Luraschi.

Nelle Rahm is back after spending a week in Tennessee. Nelle swears that Tennessee is as cold as N. Y. "Sunny South, huh?" is her only comment.

Program people en masse said goodbye to Ted Mills, who left to take over a television position in Chicago with WGN-TV.

PROMOTION—Edith Lisle is taking an April vacation to the Bahamas.

Here's a long overdue welcome to Lance Ballou of Englewood, N. J., assistant to Bill Webb.

SALES—Here we are in cold New York while Ren Kraft sojourns in Arizona, with a side trip to Chicago.

Andy Anderson was seen limping around after missing the curb when jumping over a puddle.

Elaine Sutphin, Rose Sheeky and Harry Floyd have been using a horse and sleigh this winter to get in to work from Yonkers and Plainfield respectively.

WNBC

Love is blossoming at WNBC these days! Michele Lescure is displaying to all oohing and aahing females her beautiful engagement ring. Kay Nannos of our Farm Department left us to return home to Philadelphia, where she will be married to Major Hollis Dakin on March 11. The lucky bridegroom is currently teaching at MIT, and the couple expect to reside in Boston.

Our Long Island correspondent,

Harvey Gannon, tells me that a new union is being organized secretly in Room 416 by Don Norman. It seems that Tony Provost belongs to a bird watching society, and not to be outdone, our local feathered friends are being formed into a "Provost Watching Society." The flutter of little wings against the 49th Street windows is thus explained.

Our nominee for the gal with the most beautiful tan of the current season is Jean deGirolamo. Jean has just returned from what we hear was a wonderful mid-winter vacation in Florida.

We give a hearty welcome to Bette Jacobs and Joan Reckliff. Bette, of course is no stranger to NBC, coming to us from Spot Sales as secretary to Don Norman. Joan joined NBC from Hunter College and is currently working in our Farm Department.

BASKETBALL TEAM ENDS SEASON IN FINAL PLAYOFFS

by Alan Strong

The basketball season is over for NBC's team. The following few words will serve to summarize the season's play and put into print a well deserved tribute to the stalwarts who represented NBC on the court. I use the word "stalwarts" advisedly, as nearly every game was played by the same five iron men. Since in most cases we competed against teams with full squads, it is remarkable that we reached the final playoffs on March 3.

Losing the first four games of the season, the boys then tightened their defense and won all but one of the next nine games. Last year's champs, RKO, fell twice before

NBC's iron men; ABC lost one and won one; and as we got up steam, Campbell Ewald and Cyanamid met defeat. Eastern Airlines, this year's winner in our division, split with us, as did Young & Rubicam and Time & Life. Our final victory of the regular season on March 1 over Campbell Ewald insured our place in the cup playoffs. On March 3, however, we lost to Liberty Mutual in the first playoff game, 31-30. Against a highly-touted team with ample reserves, we came within one point of victory.

The iron men included Red McKinnon of General Service, spark-plug of the team, who played every minute of every game. Red's battles



NBC Basketball Team. Top (left to right): F. McKinnon, T. Flanagan, K. Geiman, G. Howardell. Bottom: E. Steiner, J. McKenna, A. Strong, P. Miner.



Looking mighty happy about their new portables are the ten door-prize winners. L. to r.: Les Vaughan, Controllers; Bill Haerer, Port Washington Transmitter; Vivian Walsh, former NBC-ite; Al Reibling, Television; Dick McDonough, Script; Ruth Read, Program Supervision; Paul Rittenhouse and Corinne Pearson, A. A. officers who made the presentations; Pat Gray, Television; Harriet Terreson, guest; Joe Cervoni, Engineering; and Bill Roden, Personnel.

FUN ON FRIDAY THE 13th

(Continued from Page 1)

new A.A. Executive Committee has been counting the funds in the A.A. Treasury (pretty good shape, too) in preparation for another wonderful party the first part of June and the Annual Outing early in September.

Get your Membership Dollar ready, folks:

"Let's CALIBRATE in '48"

(If you are curious about the motto, ask any of the new A.A. Officers.)



Time out for listening; Al Reibling, Television, and Ruth Duffy and Les Vaughan of Controllers.

under the basket, reaping rebounds, saved many a close one.

Terrible-tempered Tom Flanagan of International Traffic, a product of St. John's College captained the team and wound up the season in second scoring spot. Little Jack McKenna, the team's fastest forward, proved to be a set-shot specialist par-excellence. He topped his teammates in the tally department.

Ken Geiman, tallest squad member, joined the Television staff in December and soon proved his right to a starting berth at forward. His floor work and dribbling plus his height kept us in the running. The last of the iron men was announcer Paul Miner. Paul played varsity ball for three years at the University of Iowa and brought a wild and woolly western type of play into the Rockefeller Gym.

Those were the sixty-minute men of NBC's team. Adding such fine substitutes as Ed Steiner, George Howardell, Dick Cox and Chuck Kambourian of Guest Relations, Bill Santhouse and Elton Dublin of the Mail Room, and Walter Law of International, you have the team which came within striking distance of the basketball championship.

Alan Strong of the announcing staff, a former semi-pro, acted as player-coach this season.

SECRETARIAL TRAINING PROGRAM

(Continued from Page 3)

phic and duplicating, mail-messenger, supply and receiving. Instructors were Helen Moore, Maud Archer, Ruth Preston, Margaret Leonard, Thomas Tart, and Walter Hawes.

A new series of classes is scheduled to begin in the near future for the benefit of those secretaries and typists who still want to brush up on office skills.



Stork Talk

To Samuel C. Monroe, Sound Effects his first son, on February 2. Name: Samuel Carlyle II.

To Henry Martin, Purchasing, a boy on January 16. Name: Kenneth Michael.

To Charles Philips, Spot Sales, his third child, a son James on November 25.

To William Buschgen, Spot Sales his first child, on January 12. Name: Jane Frances.

To Lewis P. West, Engineering Television, his first child, on November 12. Name: David Parker.



Chimes

NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

APRIL • 1948

VOL. 6 NUMBER 2

A. A. PLANS ACTIVE SPRING AND SUMMER

Now—that April's here—is the time for all good A.A. members to get out into the open, and take some "settin'-up" exercises for the activities ahead.

The NBC A.A. has sent out a first call for softball players to hit and run in the Mid-Town Variety Softball League during the 1948 season. Teams in the league this year are NBC, CBS, ABC, Mutual, Newsweek, Paramount, and General Artists. Games will be played in lower Central Park. Cal Wheeler of the Mail Room is team manager, and anyone interested can get in touch with him on Ext. 401.

Rose Sheeky of Television has organized an A.A. swim group which got off to a splashing start at the Hotel Shelton pool on April 7. Regular pool charge is \$1.00, but 25¢ will be refunded to A.A. members after each session. Arrangements may be made for swimming lessons. So here's your opportunity to get in the swim each Wednesday evening at 6:15.

Other A.A. activities coming up soon will be riding and dancing. A local saddle club has invited A.A. members to form an equestrian group—family and friends can join, too. Lessons for beginners, hostel trips and softball polo for the more experienced will be part of the fun.

A New York dance studio has offered to help NBC-ites make the most of their dance personality, and perk up their samba form. For full details on both riding and dancing, watch the Employee Services Bulletin Boards.



Frank Johnson (right) of Orchestra retired on March 31 after nineteen years at NBC. Roy Shield presents Frank with a farewell gift from his fellow-workers.

SUGGESTION WINNERS IN MARCH

Eight NBC employees received a total of \$80 in suggestion awards last month. Heading the list and holding a \$25 bond is Hamish McIntosh of Traffic. He proposed a time-saving routine that our affiliated stations assign to one person the responsibility of refusing or accepting program material after office hours.

Another Traffic man with a winning suggestion is Martin Ford. He won \$10 for the idea that the Television Department wire only changes made in the normal schedule of programs to NBC television outlets, thereby saving the cost of wiring a complete weekly schedule.

Three other suggestions also merited \$10.00 each. From Marjorie Geddes of the Research Library came the idea that "Book-Casting" be included on the mailing list to NBC affiliates. Harvey Gannon, WNBC, suggested a special

(Continued on Page 8, Column 3)

KEY POSTS IN PUBLIC AFFAIRS & EDUCATION REALIGNED

Sterling Fisher, former adviser on Public Affairs and Education for NBC, has been appointed Manager of the Public Affairs and Education Department.

Mr. Fisher joined NBC in 1942 as Assistant Public Service Counselor. He has directed the network's University of the Air and blueprinted and supervised the NBC-United Nations project.

Margaret Cuthbert, who has been Manager of the Public Affairs and Education Department's organiza-

(Continued on Page 8, Column 2)

S.O.S. . . .

Here's your chance to earn some extra money and lend your best telephone voice to the Research Department.

Research is looking for NBC-ites willing to give a free evening or Saturday to telephone interviewing NBC's television audience.

Interviewers will be paid by the hour. If you want to help out, call E. F. England, Ext. 207.

TELEVISION MILESTONES MARKED DURING MARCH

NBC television activities gathered momentum last month and spiraled into "one of the historic and memorable 'firsts' in video . . . the superb production" (Variety, March 24) of the NBC Symphony telecast on March 20.

Hitting the highlights of NBC's television progress, on March 11, WBAL-TV, Baltimore, the fifth station to join the NBC Television East Coast network, officially began operation with a specially scheduled network program. This event marked the first use of the new NBC television relay

network between Philadelphia and Baltimore. With the opening of the relay, NBC became the first video network with access to independent relay facilities between New York, Schenectady, Baltimore and Philadelphia.

On March 12, the first full meeting of NBC Television affiliates was held in New York to discuss plans for operation of their television stations. This brought together for the first time representatives of the 31 NBC television affiliates which will go on the air before the end of the year—the largest number of video stations affiliated with any network.

The first station affiliation contract in the history of television was signed on March 17 by Stanley E. Hubbard, president and general manager of Station KSTP-TV, St. Paul-Minneapolis, and Frank E. Mullen, NBC Executive Vice-President.

Following the lifting of restrictions on television music by the American Federation of Musicians on March 18, the curtain went up on March 20 on an exciting telecast of an all-Wagner concert by Toscanini and the NBC Symphony Orchestra—"a technically fine job" (John Crosby, N.Y. Herald Tribune), wherein "expert camera treatment contributed most toward giving the program historic overtones." (Variety.)

Two days later, the first telecast of a regular commercial NBC musical program was seen when the "Voice of Firestone" was presented on the NBC television network simultaneously with its regular network broadcast.

NORMAN BLACKBURN, WARREN WADE IN NEW TELEVISION POSTS

Norman Blackburn, formerly vice-president of the J. Walter Thompson Hollywood office, has been appointed National Program Director of NBC Television. Warren Wade, of NBC Television, has been named to the post of Production Manager. Both appointments became effective April 1.

Mr. Blackburn has taken charge of the over-all program planning for the rapidly expanding NBC video network. Mr. Wade is supervising program production of NBC's owned-and-operated stations.

During his association with J. Walter Thompson as motion picture supervisor, Mr. Blackburn originated and supervised production of the daily hour-long video program "On the Town" for the Association of Television Dealers of Southern California.

Mr. Wade, a pioneer in the television programming field, has been with NBC since 1930. He joined the Television Department in 1938 and was appointed production head in 1940.

HENRY LADNER PROMOTED

Henry Ladner, Assistant General Counsel of NBC, was appointed Assistant to John H. MacDonald, Administrative Vice-President, on March 15.

Mr. Ladner joined the Legal Department in 1935 and was made Assistant General Counsel in 1943. In his new position he will work with Mr. MacDonald in the supervision of the business management and service operations of the company.



WINIFRED M. CARTER, *Editor*

STAFF

Don Foley—*Adv. & Prom.*
 Kay Henderson—*Cont. Accept.*
 Joan G. DeMott—*Controllers*
 Hal McConaghy—*Engr., Air Cond.*
 Gordon Strang—*Engr., Aud.-Vid., Facilities*
 Ed Watkins—*Eng. Empire State*
 Vincent Genzardi—*Engr. Maint.*
 Ed Stolzenberger—*Engr. Master Control*
 Mary Bell—*Engr. Recording*
 Willard DuBois—*Engr. Studio & Field*
 Mel Stickles—*Bound Brook*
 Bill Haerer—*Port Washington*
 Mary Heller—*General Service*
 Cal Wheeler—*Gen. Ser.-Mail Room*
 Jo DiMarco—*Gen. Ser.-Steno.*
 Jeanne Conkey—*Guest Relations*
 Rosemary Pfaff—*Information*
 Eileen Tobin—*International*
 Elizabeth Moloney—*Legal*

Bud Soden—*National Spot Sales*
 Fran Barbour—*Network Sales*
 Agnes Sullivan—*News & Sp. Ev.*
 Betty Smith—*Personnel*
 Roselle Hubel—*Press*
 Robert Wogan—*Program — Announcing & Production*
 Phebe Crosby—*Music*
 Tom Adams—*Script*
 Frank Loughran—*Sound Effects*
 Ray O'Connell—*Supervision*
 Hilda Watson—*Public Aff. & Ed.*
 Marilyn Costello—*Radio Recording*
 Willard Zurflieh—*Research*
 Marion Lucas—*Station Relations*
 Kay Collins—*Traffic*
 Anne Bachner, Rose Sheeky—*Television*
 Margie Doherty—*Treasurers*
 Betty Michaelis—*Treas.—Pur.*
 Frances Carlson—*WNBC*

A MESSAGE FROM THE EXECUTIVE VICE-PRESIDENT

The management would like to receive more suggestions from employees.
 The management would like to pay out more money for suggestions—more in total, and more per suggestion.



Frank E. Mullen

Our friend Pat Kelly won the highest suggestion award in 1947—a \$500 Savings Bond. I hope somebody is going to win a \$1,000 bond in 1948. I hope a lot of people will win \$100 and \$50 bonds.

Are all the methods of handling work in your department as economical and efficient as they can be? I would like to think so, but I would guess that they could be improved here and there. In an organization like ours, some of our ways of doing things just grow like Topsy. We may use too many forms, or make too many carbon copies, or send stuff to too many people, or maintain records that nobody needs—just because it's always been done that way. Can't you suggest a *better way*?

Then too, we want suggestions of ways to build good will with our clients and stations and the public.

Television is brand new and full of possibilities. The Television Department has grown so fast that some of its routine has been improvised as we went along. This department offers a rich field for ideas and suggestions of things to do and better ways to do them.

Everyone is eligible for suggestion awards except members of the Management Committee and the Suggestion Committee. All suggestions are judged strictly on their merits. The name of the suggestor does not appear on the suggestion when it goes to the Suggestion Committee and to others whose opinion may be requested by the committee.

The smallest award for an accepted suggestion is five dollars. There is no maximum. The sky's the limit.

THE SUGGESTION SYSTEM . . . How It Works —



(Left) The beginning. Hamish McIntosh, Traffic, takes advantage of the Suggestion System to submit an idea for improving efficiency of service. (See Suggestion Winners, page 1.) . . . (Right) Mac's suggestion reaches Grace Anderson, Personnel, who acknowledges receiving it, records it in a control book, detaches Mac's name from it and assigns it a number. She routes it to the supervisor of the department concerned for review and comment.



(Left) The suggestion is then sent to the Suggestion Committee, Horton Heath, Director of Information, Ted Thompson, Personnel Manager and Committee Secretary, Clay Morgan, Assistant to the President, and William Hedges, Vice-President in charge of Planning and Development and Committee Chairman, who consider recommendations that it be adopted and grant an award. . . . (Right) The happy ending. Easton Woolley, Director of Stations Departments, congratulates Mac for his winning idea and presents him with a \$25 Savings Bond.

PROMOTIONS

The following NBC employees have recently received promotions. Peter, Affe, Television, from Apprentice Film Cutter to Program Assistant.

Barbara Boyer, Engineering, to a new secretarial position.

Lewis Brown, Television, from Production Aide to Program Assistant.

Douglas Butler, Radio Recording, from Promotion Writer to Promotion Manager.

Norman Cash, from Salesman in Radio Recording, to Station Relations Contact Representative.

Kenneth Crothwait, Guest Relations, from Page to Main Hall Receptionist.

Rosemary Curley, from Stenographic Pool to Executive Secretary, Legal.

Patricia Denham, from Mail Reader in Information to Secretarial Assistant.

Miriam Lacomara, Station Relations, from Secretary to Executive Secretary.

Jean MacIntyre, from Secretary in Advertising and Promotion to Executive Secretary.

Evelyn Martocci, Secretary, Advertising and Promotion, to Secretary Executive.

Anne McGuire, Guest Relations from Guide to Correspondence Clerk.

Elizabeth McNamara, Station Relations, to Executive Secretary.

Jean Milligan, from Executive Secretary, Station Relations, to Executive Secretary, Executive.

Carol Moran, Radio Recording from Secretary-Clerk to Secretary.

Robert Potter, from Television Student in Engineering to Television Engineer.

(Continued on Page 7, Column 4)

It happens at NBC

ADVERTISING & PROMOTION

Have you heard the song "Saturday Date" which has been featured by a number of bands on the airwaves lately? Then you should know that this song was written originally for NBC's Audience Promotion Division as part of its plan for the over-all promotion of Saturday night programs. The record, as distributed by NBC, features Kay Kyser's orchestra playing the catchy tune and integrates spots from all the Saturday night programs. The idea was developed by Roy Porteous and Jake Evans in cooperation with the Ted Bates Agency and edited by Dick Blake.

The spring moving season brought a promotion for Jean McIntyre who is now established as Roy Porteous' secretary. Her former position in the Audience Promotion Division has been filled by Dorothy Orr, recent Berkeley School graduate from Hasbrouck Heights, N. J.

Newcomers to Room 217, but not to the company, are Doug Butler and Carol Moran from Radio Recording. They are handling promotion for that department.

Over three thousand dollars was raised for the Mountainside Hospital Children's Heart Service Clinic in Montclair, N. J., by a recent concert held there under the auspices of the 200 Club. President of the club is Aneita Cleary, Production Chief, who deserves a dozen Winchell-orchids for her work.

CONTROLLERS

We're back again in *Chimes* after a two months' "leave of absence". Now we are ready to report the following:

First, a young blond curly-haired boy walked into our office one day recently and asked to see Elda Artioli. To our amazement, we discovered it was Ferruccio Burco, the eight-year-old conductor prodigy from Milan, Italy. Miss Artioli arranged to have him taken on an NBC tour.

Second, wedding bells sounded for Marie Trischetti of our Revenue Section, who is now Mrs. Milo. Although her honeymoon has been over for several weeks, Marie is still walking in the clouds.

Third, we had to say farewell to Jackie McKenna. He left the company's employ to take a position with an advertising agency.

ENGINEERING

AIR CONDITIONING — A jolly crowd was on hand aboard the "Queen Elizabeth" one day in March to send Alex Chesnutt on his

way for a visit to his native Scotland.

Evangelo Sangas' recent promotion to Chief Engineer of this department has increased the number of "His Boys" to twenty-four.

Trapper McConaghy wound up the season with 26 muskrats to his credit.

FACILITIES—Alma Brogan, secretary to George McElrath, will be married to Leonard De Menna in May. They have a dream of an apartment, and Alma says "dream" advisedly because it is only a foundation at present.

Audio-Video Facilities announces the addition of Francis Connolly to its installation force. Frank, who was formerly with Maintenance, is well enough known to all to feel right at home.

MAINTENANCE — Waldo MacQueen has a new hobby—photography. It is rumored that as a boy his ambition was to be a crime photographer. He may realize this here at NBC, solving the Mystery of Lost Equipment. Another photography enthusiast is Art Schweiger. Art, we discovered, is also quite an artist. So if you're interested in portraits or photographic prints, look him up.

Bill Irvin is having the time of his life with the new Distortion Meter, trying to make distortionless amplifiers. Einer Johnson has just completed a new buzzer and light signal system for the shop, while Jack Ramsay and Clarence Davis are busy working on a new one line schematic for the Chimes System.

We welcome back to the fold Pete Prinz who has been away from the company for two years. He is now assisting Gordon Windham, our "mike" keeper.

Frank Connolly has been transferred to the Audio-Video group, and Art Hedler, to Television.

GENERAL SERVICE

BUILDING MAINTENANCE—Big doings in PBX. Pauline Kohler was given a tumultuous send-off with great fanfare—dinner at Ding Ho's and all the trimmings. The gals, impartial to what the stork may bring, presented Pauline with a check. Hers will be one newcomer minus the traditional surplus of blue or pink.

What has the White House got that we haven't? Egg-rolling at Easter? So have we! In Room 521. The bunnies were popping up all over when Maude Archer gave her girls a surprise Easter party.



Linda Ann Monahan is the lovely blonde blue-eyed grand-daughter of George Monahan, Protection.

MAIL ROOM — Bob Murray has left the mailroom and now calls Accounting his home . . . Ray Narvydas is back with us after a bout with, of all things, the measles . . . Hysterics are guaranteed if you ever catch Ernie White's impression of singer Rose Murphy . . . Ed Corsi is the newest member of the General Service bowling team . . . Dick Oelschlager is quite a man with a camera. His favorite subjects are empty "el" platforms and pigeons.

Jimmy Graham is going to have a very different vacation this year—a two-week cruise to the Bahamas, all expenses paid and furthermore, he will be paid to go. Jim is in the Naval Reserve and will be taking a training cruise on a destroyer.

STENOGRAPHIC — Almost every girl in 502 depends on Eleanor Rummo's straws for drinking their milk. It started like this. Ellie brought a small box of straws to the office one day. As soon as word got around that she had them, they went like hot cakes. Ellie no longer has a small box of straws in her desk. She replaced it with a jumbo size and a sign which reads "Help yourself".

We welcome Virginia Brown and Barbara O'Neill, newcomers to Stenographic.

GUEST RELATIONS

Many sincere thanks to John Casey for the wonderful job he did with this column in the past months. Mr. Casey has retired in order to get straight "A's" in all his courses at Columbia.

There should have been a shingle hung from atop the door leading into room 253 with large black letters reading "THIS IS JUST THE BEGINNING". When Heraclitus adopted his famous theory of "change is the all" he must have foreseen our department, for change is one thing we have plenty of.

Bernard Martin, former Cashier, has left for the huge open spaces of Texas where he will get his chance to do a bit of announcing. In his place the now retired Guide, David Murray, reigns among the silver coins and green backs.

Edwin Taffe has at last landed the job of his dreams in the Engineering Department.

As you enter Main Hall you can't help but smile back at that tall, cheerful receptionist who makes everyone feel extra welcome to NBC. Who is he? Ken Crosthwait, who has been advanced from the Page Staff to take Ed Taffe's place.

Something new has been added to the Ticket Division—vivacious, redhaired, Anne McGuire, who came to us from the Guide Staff to replace Alice Kennel. Alice has been promoted to the Information Department.

Speaking of the Ticket Division, we bid good-bye to Al Eichen. We're mighty happy that Al has been given his chance to do the one thing he wants most—announcing. The station is WISL in Shamokin, Pa. Bob Fisk moves up the line to take Al's job as Broadcast Ticket Clerk. Jack Hoskins, another ex-Guide, enters Tickets to take over where Bob left off.

Many, many welcomes extended to Eugene McGuane and Vincent Marcle, new members of the Guide Staff, and to Gerard Breiten and William Grainger who recently graced our Page Staff.

We're going to miss our favorite Ticket Division Supervisor, Helen Clarkson, when she leaves us this June to marry her favorite redhead.

Mike Sheremetiew made his radio debut over WNBC with Room 416. It was a great experience for him and he says he got a mighty bad case of mike fright.

INFORMATION

The Information Department bids farewell to Betty Bergen who recently joined the staff of the Television Department. Betty will be missed by her fellow workers here, but her post as secretary to Anita Barnard is being capably filled by glamorous rehired Patricia Denham.

Alice Kennel has come from Guest Relations to join our informative group in 952. We expect great things of Alice as she brings with her a wealth of experience in dealing with our interesting though exacting public as encountered through the Ticket Division.

Don Passante has joined the Information Department as Staff Assistant. His shingle has been hanging in room 732 since early March.

(Continued on Page 6, Column 1)

THE STATIONS DEPARTMENT

When Easton Woolley, Director of NBC Stations Departments, began to discuss the work of his department for *Chimes*, he compared it to that of the circulation department of a newspaper or national magazine. To explain, the broad function of the Stations Departments is to deliver our network programs to their distributing points, NBC's 170 affiliates.

The Stations Departments actually are a group of three other departments: the Station Relations Department, the Cooperative Programs Department and the Traffic Department.

THE STATION RELATIONS DEPARTMENT

The Station Relations Department is the point of contact at NBC to which the affiliated stations bring all their problems. This group is set up to act as liaison between our affiliates and all other departments of the company.

Sheldon B. Hickox, Jr., is Manager of Station Relations. He is assisted by E. B. Lyford, Assistant Manager, and four Station Relations contact men in New York, one in Chicago and another in Hollywood.

The Station Relations men provide the channels through which much of the information on programs, promotion, engineering and all other matters goes out from the company to the affiliates, and conversely, comes back from them to NBC. When the Program Department wants to put on a new network program, when Network Sales wants to clear time, when Promotion sends out a kit on the *Parade of Stars*, the Station Relations men get into immediate con-

tact with the stations affected. On the other hand, when the affiliated stations need any advice from NBC—it may be a question of feeding a program to the network, canceling a program for a local special event, or even hiring a new announcer—they seek out Station Relations, who, if it doesn't have the answer, knows where in the company to find it.

Stations seeking affiliation with NBC knock on the doors of Station Relations for admittance. It is the responsibility of the Department, in particular, of "Buck" Lyford, to screen applicants, see if they are needed on the network, analyze the competitive situation, and then make recommendations to company management. Fitting a new station into the network is comparable to fitting a piece into a jigsaw puzzle. Each piece must fit into place snugly, so that the completed network is able to cover the nation with programs.

In order to facilitate handling the problems of the affiliates, each of the contact men has more or less specialized in one particular phase of the over-all Station Relations job. John Murphy devotes most of his time to looking after their needs as far as commercial programs are concerned. Carl Watson works closely with Advertising & Promotion, selling the *Parade of Stars* to the affiliated stations. He promotes the idea of their using our promotion material, so that our programs will receive proper coverage. A great deal of Norman Cash's work is on Public Affairs and Education programs which are fed to the affiliates.



The Stations Relations secretaries are as charming as they are efficient. Standing l. to r. Marion Lucas, Adrienne Krucher, Elizabeth McNamara, Eileen Auger, Vivian Carrol. Seated, Miriam Lacomara, Barbara Bulger, Muriel Morgan.



Easton Woolley, seated, is the Director of the Stations Depts. Standing, l. to r. are E. B. Lyford, Ass't Manager, Station Relations; Sheldon Hickox, Jr., Manager, Station Relations; H. A. Woodman, Manager, Traffic; and Steere Mathew, Ass't Manager, Traffic.

In Chicago, A. W. Kaney works on all these Station Relations jobs for NBC's Central Division affiliates. Jennings Pierce represents NBC to the Western affiliated stations from Hollywood.

When a station becomes affiliated with NBC, Joseph Merkle, Station Relations Supervisor of Affiliated Contacts, works with the Legal Department, preparing all contractual agreements with the stations. The contracts cover time given to network programs, length of affiliation, manner of payment—all the arrangements with stations necessary for the broadcasting of our programs—and what we, in turn, will do for them.

The contact men are a widely traveled bunch. Last year they covered more than 70,000 miles in these United States. At that rate they could have been around the world almost three times. Besides hurrying off to general radio industry meetings and arranging and attending NBC Workshops and the annual NBC National Convention, they periodically visit every station on the network.

Through all these personal contacts, the Station Relations men get to know the affiliated stations' owners and managers. They find out what the stations like about NBC and what they don't like. They know how the stations feel on basic issues and what their reactions will be toward programs NBC may offer—all of which furthers smooth and harmonious station relations.

And if the station owner wants two tickets to the NBC Symphony on a few hours' notice or decides that autographed photos of NBC executives should decorate his office, well, obtaining these is as much a part of the Stations Relations job as answering "How soon shall I get into television?"



Mary Jo Peterson, receptionist, welcomes stations representatives to Room 510 and to all outside meetings arranged by Station Relations. Standing are Station relations contact men: John Murphy, Carl Watson, Joseph Merkle and Norman Cash.



Steve Flynn and Burton Adams, Manager of Cooperative Programs.

FLASH!

As *Chimes* went to press, it was announced that Easton Woolley would take on the added responsibility of supervising the Station Relations and Traffic operations of the company's television activities.

Charles Bevis, who has been handling these matters in our Television Department, has been temporarily transferred to the Station Relations Department.

THE COOPERATIVE PROGRAMS DEPARTMENT

To clarify any vague ideas you may have about what a cooperative program actually is, here is a definition. A cooperative program is a network show which is sponsored locally on individual stations.

To Burton Adams, Manager of Cooperative Programs, falls the job of promoting and selling these co-ops to our affiliated stations. He must also approve all sponsors of the programs. Sales and audience promotion brochures for the cooperative shows are prepared by Steve Flynn.

The cooperative programs give NBC affiliated stations the opportunity to sell a network produced show to a local business concern.



Posing before the Traffic Operations Board showing station line-up for Mondays are John Hilton, seated, and Walter Wiebel, Charles Kelly, Kay Collins, Russell Strebel and James Connor.

or organization. The programs have a prestige value not only to the stations carrying them but to the local drug or hardware store sponsoring them.

The co-ops may also be bought on a regional basis to serve a wider market or by national accounts on a national spot sales basis. Approximately 175 sponsors use NBC cooperative programs to advertise their products.

At present Burton Adams handles six cooperative programs—five news programs, the daily *World News Round-up*, the Sunday *World News Round-up*, Robert McCormick, H. V. Kaltenborn, and *News of the World*, and Bob Ripley's *Believe It Or Not*.

THE TRAFFIC DEPARTMENT

The Traffic Department, under H. A. Woodman, Manager, and Steere Mathew, Assistant Manager, is concerned with the most efficient and most economical methods of shipment of our programs to our affiliates. It supervises the distribution of programs to the stations over our wire-line facilities, and is

responsible for getting each individual program from its point of origination, or several points of origination, to the particular group of stations which are to broadcast it.

To organize this complex job the Traffic Department is divided into five groups—Traffic Operations, Commercial Traffic, Sustaining Traffic, Communications and Station Reports.

New York Traffic Operations, supervised by John Hilton, is the Network's main traffic control point, with Paul Gale in Hollywood providing a relay and sub-control point for West coast Traffic Operations.

The six members of NY Traffic Operations coordinate and maintain on a Traffic Operations Board which completely covers the wall space in Room 562 all information concerning the operation of the network. Here they have at their fingertips all details received from Program, Sales, News and Special Events, and the other divisions in Traffic. On the Board are shown in 15 minute periods all present and future shows, stations available and not available; regular and special facilities; and service available to stations.

For the entire broadcasting day, from 7:30 a.m. to 1:00 a.m., New York Traffic Operations is in contact with the Communications Companies to secure from them wire and radio facilities necessary to provide a constant flow of programs from points all over the world.

To coordinate the network's 17,500 miles of permanent circuits and temporary long line facilities, Mr. Hilton's group is in constant touch with our affiliated stations to keep them adequately informed on program operation—the exact moment a program will start and on what cue; the exact moment it will conclude and on what cue; cues and timings for the operation of the program while it is in progress, such as switching from point to point and sectional announcements; procedure to be followed in case a program runs short or overtime.

John Boylan supervises the Commercial Traffic group which, as its name indicates, is in daily contact with the Sales Department and affiliated stations on all routine matters concerning commercial programs. When Sales has a new show for the network, Commercial Traffic immediately informs the stations of the format and talent, sponsor and product, finds out if they are available to carry the programs, then reports back to Sales.

Commercial Traffic also arranges for all cut-in announcements, handles notification to stations of contests, talent changes, time changes, different points of origination, and



In the back, l. to r., Gwen Culbertson, John Boylan and Hamish McIntosh of Commercial Traffic. Foreground, Margaret Reibhoff and Bill Forrester of Station Reports.



Foreground, Sandra Needham and Alice Weyrauther complete Stations Reports group. Rear, Elaine Hollywood and A. M. Caramore who handle Sustaining Traffic.

other similar details.

The routine is essentially the same in Sustaining Traffic. For information on sustaining programs, A. M. Caramore is in daily touch with the Program, Special Events, and Public Affairs and Education Departments. This she relays to the affiliated stations.

Quite often the day-to-day schedule is broken with the rush of a special program. On the day that President Truman was to speak before a special session of Congress last month, almost before Miss Caramore had had a chance to check the Traffic Operations Board

and find out the disposition of the network, the affiliated stations were clamoring to know if NBC was covering the speech. From the Board, the stations were lined up and notified of the special program which would cancel any other sustaining or commercial show at that time.

Meanwhile, the affiliated stations report to NBC daily on the network programs which they have carried as contracted or canceled, perhaps, because of power failure or because a local basketball game took precedence. These reports come into Station Reports, which is supervised by Margaret Reibhoff. Her group checks them and prepares a certificate of performance on commercial programs for the Sales Department. A monthly chart made up by the group also reports the picture on sustaining programs.

Most of Traffic's business is carried out by wire. Add other company business handled in the same way, it means that Communications takes care of about 3500 telegrams a day, which according to Louis Zangaro, Chief Dispatcher, is as many as would be handled daily by a city the size of Trenton. The day in Communications begins at 9 a.m., and before it is over at 12 midnight, the operators may have contacted most any point on the globe, from the Music Department at NBC by means of the interdepartmental circuit to Honolulu, Hawaii via RCA Communications.

Looking at the three separate groups which together make up Easton Woolley's Stations Departments, it might be said that Station Relations and Cooperative Programs handle all but the routine matters involved in getting a program to an affiliated station—while Traffic handles the routine. Between them they are in daily contact with all other departments of the com-



Kathleen Godson, Steere Mathew's secretary, and his assistant Al Frey supply cost quotations for facilities, check communications and facilities bills. Margaret Hadley, H. A. Woodman's secretary was absent at time pictures were taken.



The Communications Division: Standing, l. to r. Stephen Kalman, Arthur Artino, Edward Huessler, Robert Rudick, Joseph Branagan, Martin Ford. Seated, Fred Kenworth, Alice Bakmazian, Veronica Ulrich and Louis Zangaro.

pany and with all of NBC's affiliated and owned-and-operated stations. To them go the plaudits for the smooth functioning of the distribution end of NBC's business.

IT HAPPENS AT NBC

(Continued from Page 3)



The Information Department's appointed candid camera man, Bob Tiedje, tries out his flash-bulb technique on his co-workers. Starting from the back are Kathryn Cole, Betty Bergen, Joe Roth- enberger, Pat Dunham, Dick Stahlberger, Rosemary Pfaff and Anita Barnard.

We extend congratulations to Horton Heath on the arrival of his third grandchild, Charles Oliver Wellington II, born March 20 to Mr. Health's daughter and son-in-law, Mr. and Mrs. Roger U. Wellington of Hartsdale.

INTERNATIONAL

Vicariously, anyhow—The Commercial and the Soap Opera have entered International life. Erberto Landi of the Italian section records a commercial in New York for Standard Brands. It's then shipped to the Italian Network to sponsor a series of soap operas.

One last winter anecdote—You can live in the woods and work in the metropolis. So believes French Section Head Fernand Auberjonois. Auberjonois commutes by jeep, a red and grey model, his pride and joy. When the big storm of '47 smothered the East, he plowed his way to work. When the ice storm paralyzed the country, he was delayed, but still his journey come to the end in mind, Radio City. The elements failed to stop him, but a little skunk succeeded. One bright and crisp morning our French language announcer found one of nature's pets parked in the middle of his driveway. Not even the threat of sudden death by jeep tempted the animal to move. No horn-blowing or coaxing could budge him. As the road was just wide enough for the car, and the snowbanks were the size of a Buckingham Palace guardsman, there

seemed no solution. Reinforcements came in the shape of a gardener armed with a BB gun. The whole episode took well over an hour. Auberjonois arrived at the office late and broken in spirit.

Welcome to W. Donald Catterson, receptionist, Nicholas Courtessis of the newsroom, and Joseph de Chima of the French Section.

Overlooked — Pat Hennessy, Frank Nesbitt's secretary, claims that she was never officially welcomed in *Chimes*. This is an apology and a special welcome.

Romance—English Section's Judy Morley came in one Monday with a really sensational ring. By the next Monday she announced tentative wedding plans for the week preceding Easter. Who says women can't make up their minds—just depends on the subject matter!

Out of the saddle — If Alan Strong, NBC's basketball coach and writer-announcer in the English Section, looks wistful at the title "Little Darlin'", it's because he's remembering the days when working for radio meant adjusting his 10-gallon hat, strumming his guitar and lamenting his late horse, "Little Darlin'".

LEGAL

We watched unbelieving as Henry Ladner packed up and left Legal for another part of NBC. Dave Adams takes up where he left off, and both have our best wishes.

Tom Ervin, formerly Chief Deputy to General Taylor and war crimes prosecution, left the drama of the courtroom at Nuremburg, Germany, for the quieter life at NBC.

Just before Bea Horn changed her name to Mrs. Vincent Daily, the entire Legal Department gave her some lovely silver. Bea is mighty proud of both her new name and new silver.

Paul Lynch starts every April by celebrating his birthday on the 1st. With Mr. Denny's on the 11th and Bea Daily's on the 16th, we have to "stagger" our congratulations.

NETWORK SALES

Here's more proof, if any's needed, that NBC programs often do much more than entertain. Ed Hitz and Phil Porterfield were visiting executives of the DuPont Company in Wilmington recently where William Hart, Director of Advertising, disclosed that many schools throughout the country are recommending that their students listen to the *Cavalcade of America* series in connection with their work since the programs deal with historical and scientific subjects in an interesting and informative manner. Mr. Hart said that his organi-

zation was very proud of this, and certainly NBC may rightfully feel a glow of satisfaction for its part in providing programs of such distinction.

NEWS & SPECIAL EVENTS

Spring showered new honors on the News & Special Events Department. Red Mueller received a citation from the Overseas Press Club for best reporting of foreign affairs from abroad by radio. Here at home, John MacVane was elected president of the Association of Radio News Analysts. Morgan Beatty, NBC Washington commentator, received the National Headliners' Club medal for "outstanding assigned radio reporting" during 1947 for his reporting of the Texas City explosion last April. On a special flight to the West Coast, Buck Prince stayed in Tulsa long enough to be made an honorary "brave" in the Osage tribe.

PERSONNEL

The biggest news in Personnel last month was the long anticipated moving. Now the Records and Research Division is located where Employee Services and Ted Thompson used to be. Employee Services is in 512, and Ted is in the former home of Bill Roden, Neil Knox and Eleanor Nadeje. Although for a few days our major job became trying to find belongings that had been moved during the nightly transformations, the temporary hub-bub has resulted in lovely fresh paint and additional space.

Happy Birthday to Eileen Tevlin, and Happy Anniversaries to Ernest de la Ossa and Ann Culbert. Mr. de la Ossa received a baseball autographed by all of Personnel for his six years of service. Annie, who has been here one year, received an Easter basket from her cohorts in the Record Section.

PRESS

Photo Editor Sid Desfor, in Hollywood for several weeks on picture assignments, had much to report about our West Coast associates on his return. He brought "hello's" from Max Bowman, formerly of New York's Accounting Department; Evelyn Hale, one-time secretary to Herbert Muller; Bruce Kamman, who once worked in New York Production; and Jack Lightcap, formerly of New York's Sports and News Departments. In addition, Sid brought personal regards from Dennis Day to Peg McNeany.

Betty Foulk was amazed and amused to find her marriage to David Zingg reported in the *Daily Mirror* on March 8, listed in Edward Zeltner's column, "Over the

River" in the "Monday's Wash" department.

Mary Ruiz, in addition to swimming, bowling and tennis, plays basketball one night a week. A couple of weeks ago, she was jounced by a member of the opposing team to the extent that she landed on the floor with bruises on each arm. Adding insult to injury, the girl who pushed her leaned over and said, "For goodness sakes, don't play so rough!"

PROGRAM

MUSIC—Brahms and Tchaikovsky have given way to Beneke and Krupa in the Record Library. Classically-minded Kirk Willis is on six months' leave to attend to a matter of motherhood; and Jack Beecher of the terrific ties has taken over on the fourth floor.



Ellis Crow has ceased ushering the public into (for example) the Firestone show in order to dig out the music for (for example) the Firestone orchestra. Ellis majored in music at San Diego State College, and studies conducting now with the National Orchestral Association.

Apologos of conducting, Warren Scofield is developing a Masonic Choir out at the Hillside Lodge in Woodhaven, L. I. It is the only group of Masonic singers larger than a quartet in existence in New York City; and, judging from Scof's cheerful expression on Friday mornings, it makes an increasingly nice sound.

Frank Heffer, our Music Buyer, has been out several weeks very ill with pleurisy and pneumonia. Scof has temporarily taken over his desk and phone, and keeps us supplied with music; but we miss Frank's invariable good cheer and bad puns.

Hearty congratulations to Vince Mitchell on his promotion to Operations Assistant to Arch Robb.

Eddie Dunham is scheduled to leave with Bob *Believe It or Not* Ripley on the latter's tour of the Orient.

All our best wishes to Gloria Clyne who takes her wedding vows the early part of May.

SOUND EFFECTS—Clem Walter is off on another trip to Florida...



Arthur Austin was most favorably impressed with the wonderful hospitality afforded him in Charleston, W. Va., during his short visit recently as producer of one of the Orchestra of the Nation broadcasts. He is shown here, second from right, with l. to r. John Phillips, Manager, Station WGKV, Charleston's NBC affiliate; R. C. Andrews, Charleston Mayor; Clarence W. Meadows, Governor of West Virginia; and H. L. Snyder, President, Charleston Symphony Orchestra.

Our No. 1 man Fred Knopfke is getting a "new look", very becoming, on his Hollywood diet . . . Ted Hans of Set-Up is in the market for a soup-and-fish to attend the coming marriage of his only son.

SUPERVISION—Central Booking became less centralized when Mary Cooper and Phyllis Christianson transplanted their typewriters, stencils, and files to room 252, just outside Pat Kelly's door. "Just opening up a branch office", says Walt Ehrgott, Central Booking Supervisor.

If you have trouble extracting information from that little green book published by C. E. Hooper every two weeks, just poke your head into the Program Conference Room, and you'll find it all there on a mammoth chart prepared by the Research Department. Not only does the chart contain rating figures for the four networks, but it shows, by means of color graphs, who's on top of the heap, at any hour of the day, and how NBC gets that way.

Peggy Harrington was married Easter Sunday to Donald E. Kofko in St. Helena's Church, in the Bronx. The couple honeymooned in upper New York State.

PUBLIC AFFAIRS & EDUCATION

With the realignment of the Public Affairs and Education staff, Hilda Watson, former secretary to Sterling Fisher, has become Office Manager. Hilda is one of the foundation pillars of the original NBC Education Department which was under the direction of Dr. Franklin Dunham.

Ellen Breen joins the department as secretary to Mr. Fisher. Ellen

is not new to NBC, however, coming to Public Affairs and Education from Dr. J. R. Angell's office.

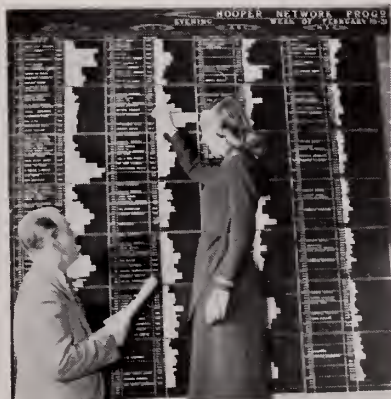
Only veteran secretary in the department now is Mrs. Corwith's Betty Quinn. Come to keep her company are Jean Butterfield, Miss Wagner's new secretary, and Jane Percival, who recently came to us from the Script Division to be secretary to Miss Cuthbert.

Nancyann Woodard who did research on *Home Around the World* for NBC between her Junior and Senior years at Cornell is back with us again in the capacity of Research Specialist for *Living—1948*.

RADIO RECORDING

We were all very glad to see Bob Friedheim walk in the office after a few weeks' illness. George Stevens finally won out in his battle with the flu and is also back among the family.

Don Mercer, fresh in from the southern tip of Canada, gave us a



Howard Gardner and June Norman, Research Ratings Division, post Hooper ratings on new Ratings Board recently installed in the Program Conference Room.

"hello y'all", but the biggest news of all comes from Peg Pollard. When I cornered her in the hall the other day and asked her what was new, the reply was "nothing new—except that in two weeks I'll be off for ARABIA." When I awoke from my faint, the details were related to me. As secretary for an oil firm, Peg plans to be away for two years. Her first assignment was to go on a shopping spree, which is a task any girl would find easy to perform. The list of "necessities" included an evening gown to be worn when she is presented to the Prince, as well as fourteen pairs of walking shoes.

STATIONS

STATION RELATIONS — From 510 to 610! That's what happened to Jean Milligan, who is now taking Mr. Trammell's dictation.

After Jean's departure, Sheldon Hickox acquired Miriam Lacomara as his secretary.

Norman Cash has joined the Station Relations family, stepping into Carl Cannon's shoes. Muriel Morgan assumed secretarial duties in Mr. Cash's office.

It must be love! Barbara Bulger finally finished those argyle socks. Or rather, sock. After many tedious hours of dropped stitches she did manage to complete one sock which she gave to her man, and what do you think he did? He wore it!

TRAFFIC—If you ever are looking for the Traffic Department after five on Thursday nights, walk over to the nearest automat and hiding in the corner you'll find seven or eight of them gouging themselves with food prior to bowling. Marge Hadley walked in one night and was surprised to see Walter Wiebel and Al Frey. On looking a little further she found, all at one time, Jack Hilton, Russ Strebel, Peg Riebhoff, Kay Collins and Elaine Hollywood. While on the subject of bowling, NBC is again in possession of the cup that has been passed back and forth between us and AT&T for the past few years. Every year the two teams get together and bowl three games, with the silver cup going to the winner. On March 18, NBC walked away with it after two games.

If you see Gwen Culbertson walking around with drooping eyelids these days, it is most likely due to the fact that Gwen and her brother get up at 5:30 a.m. to bike ride till seven.

Alice Jacobs had a call one day recently from her husband who told her that there had been a fire in their apartment. Alice came in the next day with the sad story of her furniture being water soaked and

the apartment a complete mess. She and Eddie are industriously working to put it back into shape.

TELEVISION

Miriam Goss donned bridal white on Easter Sunday . . . Ira Skutch is planning on an April wedding to a lovely Dixie belle.

Welcome to the following newcomers: Richard Goode; Bob Rippen; Al Neuman from G.R.; Joyce Olsen from Radio Recording; Marie McDonald, Bob Shelby's new secretary; and Doris Haines, F. A. Wankel's secretary. We're also glad to have Bob Sarnoff join the happy group in 294.

The Television Promotion Department which comprises at the moment, Edith Lisle, Lance Ballou and Bill Webb, have moved to 758, Norm Cloutier's former suite. Nick Kersta and entourage Gus Kettler and Barbara Graham, have moved into Lloyd Egner's former office, 788. You'll find Ray Kelly beaming from behind his desk in 785. Betty Bergen is Ray's new secretary, and Telexploitation boasts of Dick Hooper and his secretary, also a newcomer, Vivian Zingrebe.



Bobby Wade, Jr., the strapping year-old son of Bob Wade, Television. Father maintains son's favorite food is paté de foie gras which may account for his 28 lbs., 32 inches.

PROMOTIONS

(Continued from Page 2, Column 4)

Peter Ratyca, from Helper in Engineering to Technical Assistant.

Patricia Roche, from Secretary in Television to Executive Secretary, Executive.

Andrew Switzer, Television Student in Engineering to Television Engineer.

Orland Tamburri, from Television Student in Engineering to Television Engineer.

Harold Terrell, International, from Intermediate Writer-Announcer to Senior Writer-Announcer.

Hilda Watson, Public Affairs & Education, from Secretary-Assistant to Office & Budget Manager.

THE SYMPHONY INSIDE THE CONTROL BOOTH

The next best thing to a ticket to the NBC symphony was, of course, an armchair by the side of your radio. Now you'll have to buy a television set—but that's a different story. What we really want to talk about is the Symphony as heard in the control booth and the engineer whose task it is to obtain for the radio audience as much of the orchestral quality as is possible—in other words make you feel as if you actually were in Studio 8H.



Charles Grey and Don Gillis in the control room at rehearsal for an NBC Symphony broadcast.

"You'll never get what you're looking for," declared Charlie Grey as he turned several dials on the control board in an effort to find the right combination of microphones and so do full justice to the *Overture* from *Tannhauser* which Toscanini was rehearsing. "If you really want to tear your heart out, you could go out there,"—he pointed to the studio auditorium—"come back here and then just try to reproduce what you've heard."

So Mr. Grey continued to listen and "fiddle", a term supplied to his dial twistings by Don Gillis, the producer who was following the score of each selection for timing.

Both men are qualified musicians

—trombonists. Don Gillis is a composer in his own right, having had his *Symphony for Fun*, No. 5½ conducted by Toscanini a few months ago.

During rehearsals, Charlie Grey tries out several combinations of microphones, picking up sound from different directions with varying degrees of intensity. He listens for perfect orchestral balance, getting all sections at all times so that the radio audience will hear an orchestra not just a collection of instruments. Between numbers he may change the position of the microphones since the dynamic range—the *crescendos* and *diminuendos*—is obtained solely by the placement of the mikes, not by volume control in the booth.

Every number presents different problems for the engineer. Sometimes, however, he can solve them with less difficulty than Toscanini. In one section of the *Bacchanale* from *Tannhauser* a thirteen piece orchestra composed of harp and woodwinds plays offstage with four solo violins playing onstage. A twist of the mike dials can achieve this effect easily. It took several movings, however, before Toscanini found the right spot for his musicians.

At the final rehearsal, Charlie makes up his own score or log sheet from which he will know which mikes and how much of each should be used for the broadcast. After two and one-half hours of rehearsal in an empty studio each Wednesday, Thursday and Friday, along comes Saturday and a full house. What happens? High frequencies are absorbed. But Charlie has taken care of that during rehearsal too, with a floor mike which compensates for the audience. So while you're at home listening to the Symphony, feeling as if you were in Studio 8H, Charlie Grey, who is there, still isn't putting over those mikes what he really wants. And that's what comes of being a perfectionist.

Mrs. Corwith joined NBC in 1941 as assistant to Dr. James R. Angell, NBC's Public Service Counselor. She has visited every state in the union explaining the operations of national broadcasting. Miss Wagner is a leading authority on home economics. She is currently technical adviser for the *Living—1948* documentary series.

SUGGESTION WINNERS IN MARCH

(Continued from Page 1, Column 2) polishing cloth be used for cleaning all recordings in trial tests. A safety hazard in the Mail Room was eliminated by Joseph Venum's suggestion that the aluminum stripping on the borders of the Mail Room tables be replaced by rubber moulding.

\$5.00 was voted to Mary Ruiz, Press, for her idea that a special masthead be designed for the biography paper used by the Television Department.

In view of NBC employees' high interest in television activities, Ray



Stork Talk

To Howard Firestone, Engineering, his second child, a daughter, Antonia, on February 28.

To Russell Strebel, Traffic, his second child, a daughter, Susan Irene, on March 11.

To Maurice Friedlander, Press Photo, his first child, a daughter, on March 25. Name: Susan Joy.

Levine of Research won \$5.00 for the idea that television releases of "Trade News" be posted on the bulletin boards from time to time.

A third \$5.00 went to Janet Sichel of Personnel. She suggested a change in the heading of forms used in the Personnel office, which would lead to greater efficiency in handling and filing the forms.

NBC BOWLING LEAGUE

On March 25, with seven weeks to go, bowling scores lined up as follows:

Team	Won	Lost	High Game	High Series	Average
1. Controllers	59	33	892	2550	794.68
2. Gremlins	59	33	802	2183	667.74
3. Traffic	58	34	879	2530	764.97
4. Studio Grips	58	34	841	2435	701.93
5. Engineers	55	37	902	2583	778.61
6. Research	54	38	836	2238	698.62
7. Radio Recording	49	43	892	2423	738.55
8. Spot Sales	44	48	841	2257	682.42
9. Construction	43	49	900	2562	756.62
10. General Service	41	51	823	2345	718.45
11. Accounting	40	52	803	2234	701.09
12. Recordettes	40	52	702	1942	566.85
13. Gadgeteers	38	54	827	2288	705.68
14. Radio Rogues	38	54	707	2053	640.36
15. Set Ups	31	61	686	1881	579.22
16. Audio Video	29	63	766	2059	633.62

Individual high game of 267 is held by Neil Knox of Personnel. Robert Burholt of Controllers heads the league in individual averages with 171.94.

Among the women, Joan DeMott of the Gremlin team is tops in game and average, holding 212 and 157.08 respectively.



The Research Bowling Team presents pictorial evidence that the boys have been bowling over their heads in the NBC Bowling League.



FOR SALE—22-jewel Hamilton watch, Army chronometer. Valued at \$120. Will sell to highest bidder. Peg Harrington, Ext. 296.

WANTED—That old ping-pong table that's been gathering dust in your playroom. Dot Reusch, Ext. 8494.

WANTED—A safe, small to medium. If you have an old one and want it carted away, call Agnew Horine, Ext. 264.

WANTED TO EXCHANGE—4-room apartment, 2 flight walk-up, Kew Gardens, cool in summer, plenty of steam in winter, \$75 per mo. for 2½ room apartment in Manhattan. Martha Carlson, Ext. 8436.

KEY POSTS IN PUBLIC AFFAIRS

(Continued from Page 1, Column 2)

tion division, has been named Director of Public Affairs. Doris Corwith, formerly Manager of the talks division of the department, has become Director of Talks and Religious Broadcasts, and Jane Tiffany Wagner, hitherto Assistant Manager of the organizations division, has been appointed Director of Education.

Miss Cuthbert joined WEA (now WNBC) in 1925 as Manager of daytime speakers. She has also directed women's and children's programs for the network.



NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

MAY • 1948

VOL. 6 NUMBER 3

NBC STARTS INTEGRATION OF TELEVISION AND AM OPERATIONS

As part of NBC's plan to consolidate television and audio operations, Television News and Special Events, Advertising and Promotion Press, and Sales have been joined with AM operations.

The responsibility for the News and Special Events of the company's television activities has been transferred to our regular News and Special Events Department and is supervised by William F. Brooks, Vice-President in charge of News and Special Events and International Relations. Mr. Brooks will work with Noran Kersta, Director and Carleton Smith, Manager of the Television Department in the co-ordination of these activities with the regular News and Special Events operations.

William Webb has been transferred from the Television Department to the Advertising and Promotion Department as Manager of Television Advertising. Television Sales Promotion will be handled by George Wallace, Manager of Network Sales Promotion. Richard Hooper, Manager of Television Exploitation, has also been transferred to the Advertising and Promotion Department. All three report to Roy Porteous, Manager.

Television Press activities under the direction of Allan Kalmus have been transferred to the Press Department. He will report to Thomas Knode, Director of Press.

The consolidated sales operation
(Continued on Page 8, Column 1)

A "DEDUCT" REDUCED

The new income tax reductions first appear in your May 15 pay-check.

Bulletin Boards and your pay envelope contain the new withholding table and an explanation of "How the New Tax Reduction Law Affects your Withholding after May 1, 1948". Additional information on new tax benefits may be obtained from Employee Services, Room 512, Ext. 446.

RADIO RECORDING REORGANIZED

Reorganization of radio recording activities of NBC's Radio Recording Division and the RCA Victor Division of the Radio Corporation of America became effective April 1 in a design to improve customer service and produce higher quality recording at the lowest possible rates.

Robert W. Friedheim has been appointed Director of the NBC Radio Recording Division, which will continue to handle the programming and marketing of *NBC Thesaurus*, its recorded musical program series, and other complete syndicated recorded programs.

NBC will continue to supply complete programming service to advertising agencies and clients, including production, direction and script writing, and will make available complete studio and recording facilities for master recording and reference recording for clients' use in connection with broadcasting.

RCA Victor will sell and service customers directly for processing of masters and the manufacture of pressings from masters recorded for clients by NBC's Radio-Recording Division, and will render processing and pressing service for all types of recordings other than those used in connection with broadcasting.

CHANGES IN PROGRAM DEPT.

Thomas C. McCray, NBC National Program Manager, announced last month the promotion of Arch Robb to the post of Assistant Manager of the Program Department, and James E. Kovach as manager of the newly created Operations Division. Mr. Robb had been Assistant Production Manager and Mr. Kovach was a Director in the department.

Norman Cloutier, in addition to his duties as Program Manager of NBC Thesaurus, has become an NBC staff conductor.

Other changes which have been designed to bring about closer-knit Program Department operations is the switch of associate producers from the Production Division to the new Operations Division. The associate producers will report to Mr. Kovach.

36 INDUCTED INTO 20-YEAR CLUB, 21 TO 10-YEAR CLUB AS NBC HONORS LONG SERVICE EMPLOYEES AT ANNUAL DINNER

It was the day of NBC's sixth annual Ten and Twenty-Year Club dinner, Monday, May 3. Members of the clubs watched the rain pelt at their office windows. "NBC never has a party unless it pours" was the general mournful comment. But by cocktail hour the weather had cleared, and good cheer prevailed among the 350 NBC-ites gathered in the Grand Ballroom of the Waldorf-Astoria. Thirty-six employees were to be inducted into the Twenty-Year Club, and twenty-one into the Ten-Year Club. Total Ten-Year membership numbers 463, with 99 in the Twenty-Year Club.



At the Ten and Twenty Year Dinner, Niles Trammell presents Dr. James R. Angell with a wristwatch, gift of the Management Committee to the retiring Public Service Counselor.

Following a thoroughly enjoyed dinner, the banqueters sat back in anticipation as toastmaster Dr. James Rowland Angell, Public Service Counselor, treated them to his pleasantry and wit, familiar to NBC-ites.

Ten-year members to be inducted into the club proceeded to the stage of the ballroom where Clay Morgan, Assistant to the President, introduced them to the veteran members. Frank Mullen, Executive Vice-President, presented them with a gold pin in recognition of their service with the company. The gaiety of the evening was heightened when Mr. Mullen who had not one NBC lady present to welcome into the Ten-Year Club greeted each new 10-year member with the traditional Gallic salute. Niles Trammell, President of the company, who presented each new member of the Twenty-Year Club with a gold pin set with a ruby, fared better. New 20-year employees present at the dinner who were not engineers (thirty of entire group of inductees were) included Madge Boyton, Louise Hanley, Beulah Jarvis, and Helen Kellie.

At the completion of the induction ceremony, Mr. Trammell spoke of the occasion as being one for celebration and paid tribute to these 10-20 year employees who had contributed greatly over the years to maintaining the company's prime position in the industry.

Mr. Trammell then turned to Dr. Angell who had retired May 1. On behalf of his friends in the company, he presented him with a wristwatch — watertight, in anticipation of the times when Dr. Angell, who keenly enjoys sailing, will

DR. JAMES R. ANGELL RETIRES FROM ACTIVE SERVICE AT NBC

Remains on Board of Directors

Dr. James R. Angell retired May 1 from active duty as Public Service Counselor of the National Broadcasting Company. He will, however, remain on the Board of Directors, continue to serve as chairman of the RCA Education Committee, and will be called upon as a consultant on the company's activities.

Dr. Angell joined NBC in 1937 as Education Counselor following a long and distinguished career in the field of education which led him to the presidency of Yale University.

After twenty-six years on the
(Continued on Page 2)

(Continued on Page 2)



WINIFRED M. CARTER, *Editor*
STAFF

Don Foley—*Adv. & Prom.*
Kay Henderson—*Cont. Accept.*
Joan G. DeMott—*Controllers*
Hal McConaghy—*Engr., Air Cond.*
Gordon Strang—*Engr., Aud.-Vid., Facilities*
Ed Watkins—*Eng. Empire State*
Vincent Genzardi—*Engr. Maint.*
Ed Stolzenberger—*Engr. Master Control*
Mary Bell—*Engr. Recording*
Willard DuBois—*Engr. Studio & Field*
Mel Stickles—*Bound Brook*
Bill Haerer—*Port Washington*
Mary Heller—*General Service*
Cal Wheeler—*Gen. Ser.-Mail Room*
Jo DiMarco—*Gen. Ser.-Steno.*
Jeanne Conkey—*Guest Relations*
Rosemary Pfaff—*Information*
Eileen Tobin—*International*

Bud Soden—*National Spot Sales*
Elizabeth Moloney—*Legal*
Fran Barbour—*Network Sales*
Agnes Sullivan—*News & Sp. Ev.*
Betty Smith—*Personnel*
Roselle Hubel—*Press*
Robert Wogan—*Program—Announcing & Production*
Phebe Crosby—*Music*
Tom Adams—*Script*
Frank Loughran—*Sound Effects*
Ray O'Connell—*Supervision*
Hilda Watson—*Public Aff. & Ed.*
Marilyn Costello—*Radio Recording*
Willard Zurflieh—*Research*
Marion Lucas—*Station Relations*
Kay Collins—*Traffic*
Rose Sheeky—*Television*
Margie Doherty—*Treasurers*
Frances Carlson—*WNBC*
Betty Michaelis—*Treas.—Pur.*

A MESSAGE FROM THE PRESIDENT



Niles Trammell

The thing that impressed me most about the Twenty Year Club and Ten Year Club dinner the other night was what a young-looking crowd our NBC veterans are. I saw some bald heads and some gray hair, but the faces were the faces of people who are very much alive, and who haven't grown old. Maybe our kind of business keeps people young, but I suspect it's the other way 'round. The kind of people who make a success of our business are the kind who retain the spirit of perpetual youth.

When our company was established in the fall of 1926, it had 199 employees. Today it has 2590. Of the original 199, 32 are still with the company. There are 137 men and women who have had 20 years or more of NBC service, and 765 who have been with us 10 years or more.

There is no substitute for the experience represented by our senior employees. They did a great deal to build the successful business represented by the NBC of 1948, and the management leans heavily on their accumulated wisdom to keep it moving and growing.

But besides the wisdom and know-how that come with experience, there is another quality equally necessary in an operation like ours. That is the vital spark of enthusiasm, and enthusiasm is more likely to be an attribute of youth than of age. We rely on the boys and girls who enter our organization each year to bring us something more than new "manpower" and "womanpower." We look to them for a fresh infusion of youthful enthusiasm, which is as contagious as the measles.

To grow through experience without losing one's enthusiasm or zest for the daily job—that comes pretty close to being a formula for individual success in the business of broadcasting. It's not a question of age measured in years. It's a matter of mental attitude. We don't need tired, cynical, pessimistic viewpoints. We need a vigorous, optimistic, youthful approach to every new problem. The beatitude of broadcasting is "Blessed are the young in spirit."

And ours is a young-in-spirit organization. It's a real pleasure to work with so many NBC people who look young, feel young and stay young, regardless of how many birthdays they have had.

TEN-TWENTY YEAR CLUB DINNER

(Continued from Page 1)



Niles Trammell gives his ex-secretary Helen Kellie a warm welcome into the Twenty-Year Club. Other new 20-year members shown are Robert P. Myers, Charles Bennis, Gerald Sellar, Evangelo Sangas, and Edward Hitz. Standing in the back are Ten-Year Club inductees, Donald Bogert, Harold Flood, John R. Myers and Tom Knode.



Louise Hanley, Press, another 20-year lady inducted with a kiss. Enjoying the ceremony are other new members; 20-Year—Tommy Tart, Walter Myers, Arthur Walsh, Ferdinand Wankel, Stephen Varley, Claude Clayton, and Lewis Lane; 10-Year — Agnew Horine, and Bill Buschgen.

find himself in the water, pushed there in delight by his children.

Next on the program, Robert Magidoff told of his recent experiences in Russia on the days following his being charged with espionage.

Before the gala evening ended, the Ten-Twenty-Year Clubbers were entertained by singer Jean Tighe, the Page Cavanaugh Trio, the Harmonaires, and master-of-ceremonies, Jay Marshall.

The new members of the Twenty-Year Club are Charles Bennis, Madge Boyton, Claude Clayton, Theodore Clements, Reid Davis, John DeMaio, Theodore Hahn, Louise Hanley, Gerald Hastings, Edward Hitz, Beulah Jarvis, Helen Kellie, Lewis Lane, Loyal L. Lane, Lester Looney, Waldo MacQueen,

William McMillin, Frances Mellen, Robert P. Myers, Walter E. Myers, George Nixon, Margaret O'Connor, Stanley Peck, Richard Pickard, Edward Prince, John Rodenbach, Fernando Rojas, Evangelo Sangas, Gerald Sellar, DeWitt Shultis, Thomas Tart, Rudolph Teichner, Andrew Thomson, Stephen Varley, Arthur Walsh, Ferdinand Wankel.

New Ten-Year Club Members are George Anderson, Thomas Bennett, Donald Bogert, Robert Burholt, William Buschgen, William Carson, Harold Flood, Elizabeth Gilbert, Agnew Horine, Thomas Knode, J. Robert Myers, Roland Paradis, Joseph Petit, Charles Phelps, Harold Pietsch, Albert Rhodes, Adolph Schneider, Walter Scott, Frank Somers, Robert Sosman, Walter Toscanini.

DR. JAMES R. ANGELL RETIRES

(Continued from Page 1)

faculty of the University of Chicago, where he was Professor of Psychology, Dean of the Faculties and Vice-President, Dr. Angell was appointed head of the National Research Council and later President of the Carnegie Corporation. He became President of Yale in 1921, which post he held for sixteen years. He is Director of the Hall of Fame, New York University.

In order to determine the relation that should exist between radio and education, Dr. Angell spent his first year at NBC studying foreign and American systems of broadcasting. Following a survey abroad, he made the recommendations which continue to guide the company's activities in the field of public affairs and education.



Tommy Tart, Mail Room, receives his 20-Year pin from Niles Trammell. Shown on the stage are George Nixon, Beulah Jarvis, Reid Davis, Theodore Hahn and Theodore Clements, all new members of the Twenty-Year Club.

DWIGHT HERRICK ASSUMES NEW POST

Dwight B. Herrick was appointed Night Executive Officer on April 16.

In his new post Mr. Herrick is responsible for night operations of the company, reception of visitors and required special duties.

NINE SUGGESTION WINNERS IN APRIL

Victor Barry Leads with \$50

Awards totaling \$150 were paid to nine suggestion winners last month. Victor Barry, Engineering, topped the list, winning a \$50 bond with his proposal that "On the Air" indicators be installed in studios, increasing program starting efficiency.

Two \$25 bonds were awarded, one to Jack Snow, Advertising and Promotion, for his suggestion that the NBC Chimes be rung in the RCA Exhibition Hall at regular time intervals; the other, to John Boylan, Traffic, whose idea for the revision and simplification of a Traffic Department form would result in time saved.

Ten dollar awards were paid to Dorothy Reusch, International, Edward Heussler, Traffic, Michael Zeamer, News & Special Events, John Graw, Program, Eileen Tevlin, Personnel, and Gerald Hastings, Engineering, each received \$5.

NBC SIGNS TWO MORE TV AFFILIATES

Stations WLWT, Cincinnati, and WTVR, Richmond, Va., have signed affiliation contracts with NBC, bringing to three the number of television outlets now affiliated with the network.

Station WLWT, whose parent station on the NBC sound broadcasting network is WLW, has been on the air with regular commercial television programs since February 15. It became affiliated with NBC on April 1.

WTVR started its own programming on April 22, and becomes an NBC affiliate effective June 1.

CHOTZINOFF HEADS MUSICAL ACTIVITIES

Samuel Chotzinoff, former manager of the Music Division of the Program Department, has been named General Music Director of the National Broadcasting Company. He has been placed in charge of all NBC musical activities, including television.

Mr. Chotzinoff became associated with NBC in 1936 when he was commissioned to visit Arturo Toscanini during his semi-retirement in Italy and induce him to return to the United States to conduct a symphonic organization that would be created for him by NBC. The NBC Symphony Orchestra emerged from the plan.

At the end of last month Mr. Chotzinoff accompanied Toscanini to Italy for the Boito memorial concert at LaScale Opera in Milan which will take place on June 10.

JAMES CHRISTIE, INTERNATIONAL, SCOOPED BOGATA REVOLT FOR NBC

An adventure story comes from the Brazilian Section of the International Department. Jimmy Christie, Section Chief, covering the Bogatá Conference when revolt broke, obtained the first direct, uncensored report from the riot-torn Colombian capital.

The report was obtained during an exclusive 20-minute telephone interview between Jimmy and Arthur Lodge of the NBC news staff in New York. His phone call came through after a Bolivian radio engineer had told Lodge that there were no longer any studios in Bogatá and there was no one there to talk.

"Only by a miracle," said Jimmy, was he able to penetrate the strict curtain of censorship and relate the first eye-witness account of the rioting to be received in the U. S.

Later he escaped to Panama in an American plane which had carried food into Bogatá.

EDWARD WADE

Chimes regrets to announce the sudden death of Edward Wade of the Engineering Development Group on May 4. His death following an operation came as a shock to his friends at NBC. He was 43 years old.

Mr. Wade joined NBC in June, 1941 as a transmitter engineer in the Studio and Field Division of the Engineering Department. In 1942 he was transferred to the Development Group where he had been engaged in television development.

He is survived by two sisters, Edith and Florence Wade.

ROOM 790—HEALTH SERVICE FOR NBC-ITES

One Monday last month the Health Office set a treatment record. Between nine a.m. and four p.m., 137 people, the majority of whom were NBC-ites, had received treatment for all manner of minor illnesses and injuries; had gargled, taken cold pills and nose drops, had cuts cleaned and bandaged, and had baked wrenched muscles under the heat lamps.

Health service begins for NBC employees at the time of their pre-employment physical examinations.

From then on, Room 790 is the place where they can seek not only first aid, but guidance on all health problems. It is the function of the Health Office to maintain the health of all employees and encourage their well-being. In turn, each employee must cooperate by reporting illnesses and injuries when they occur, by checking through the Health Office upon returning to work after an illness — both are necessary for the protection of the health of both the individual concerned and his fellow NBC-ites.

The company physician, Dr. Bernard J. Handler, is in the Health Office at least two hours every day, and on call at any other time in the event of an emergency. Besides giving the pre-employment exams, he may be called upon by appointment by employees for a general physical check, to diagnose an ailment, to recommend a physician. Helping Dr. Handler keep NBC-ites healthy are three registered nurses, Eva Boudreau, supervisor; Mathilde Heydorn and Mary Romps.

Modern equipment in the Health Office includes a fluoroscope, electrocardiograph, infra red heat lamps, and a penicillin aerosol which is used to treat very serious respiratory infections. Use of these, and other services such as the nurse's administering immunization vaccines, is subject to the company doctor's approval and in some cases on the recommendation of an employee's own doctor.

Usually the buzzer on the Health Office door begins to sound shortly after nine o'clock in the morning—and so on far into the night. Even



A few health services are subject to the doctor's approval. One of these is the use of the penicillin aerosol in treating serious respiratory infections. Eva Boudreau, nurses' supervisor, explains its use to Dorothy Orr, Advertising & Promotion.

at their busiest, the nurses maintain a friendly interest in the welfare and problems of their patients. To quote Miss Boudreau, they "aim to make the Health Office a friendly place where every individual is treated with equal kindness and encouragement. In our opinion no complaint is too trivial to listen to. We want everyone's confidence so that we may treat the heartaches, headaches and frayed nerves as well as the more serious illnesses."

Recalling the days of 711 Fifth Avenue where the First Aid Room was a 9x12 and the nurse needed only to pivot on her heel to give the few treatments rendered then, and when 25 treatments were considered a busy day, Miss Boudreau feels that the health service has grown beyond First Aid and that today's Health Office is indeed a medical department.



Left. First aid treatment for minor injuries prevents later infection. Mary Romps treats Virginia McCutcheon, Legal. Mathilde Heydorn is at the stand. Right. Pre-Employment exams catch physical defects which can then be corrected, check employees' ability to perform jobs. Dr. Bernard Handler takes blood pressure of Ernest Southern, Television.



Every Gift is Shared by 423 Local Hospitals,
Health and Welfare Agencies

It happens at NBC

ADVERTISING & PROMOTION

In the spring an A & P-er's fancy lightly turns to thoughts of . . . *The Youth Market*—George Wallace and the Sales Promotion Staff are making the rounds of the agencies with a presentation entitled *Tomorrow's Customers Today*, the story on slides of the Gilbert Youth Survey findings on program and brand preferences of young people aged 8-14. The presentation reveals kids' Saturday morning listening habits and points up the popularity of *Archie Andrews* and *Frank Merriwell* among youngsters.

Promotions — Mary Mealia has moved from Production into George Wallace's office as secretary. Hope Shinkoff and Barbara Campbell each advanced one notch as assistants to Aneita Cleary, and Charlie Denhard came in from Guest Relations to be production assistant and receptionist.

Moving—Roy Porteous and family are now living in Maywood, New Jersey, where Roy's young daughter Constance will have plenty of room to grow up.

Prizes — Allen Hurlburt's Art Department is represented at the Art Directors' Annual Show at the Metropolitan by six exhibits. One of them, part of the *It Happened on NBC* series, won a gold medal and the other five received mentions.

Flying—Lucy Towle flew out to Detroit to represent Promotion's Public Affairs section at the Convention of Music Educators.

Last and logically, *Love* — In April Mr. and Mrs. William F. Cleary of Montclair, N. J., announced the engagement of their daughter Aneita to James L. Caddigan. Mr. Caddigan is Program Director for Dumont Television.

Then one bright spring morning Barbara Campbell gloved with the news of her engagement to Sam McCune, a law student at Columbia University.

CONTINUITY ACCEPTANCE

We are all very proud of our author, Carl Bottume, whose first novel, *The Hills Around Havana*, was published two months ago. Carl is now busy on the second.

Two former members of Room 414 dropped in to see us the other day—Jessie Green and Dottie Johnson. Jessie was formerly secretary to Stockton Helffrich, and Dottie was assistant to Dorothy McBride. Both are happily married and the proud mothers of baby boys.

CONTROLLERS

There was a great deal of excitement in our department on Monday morning, March 15, when Ruth Duffy announced that she had been married on the weekend. She had eloped on Friday with her neighborhood sweetheart, Arthur Kean.

We're all proud of Controllers Bob Burholt, now bowling champ in the NBC League. Bob's average is 173 and still climbing.

Frank Carroll breezed into the office one Monday morning hoping that someone would ask him what his golf score had been on the previous Saturday. No one inquired, however, so he modestly told everyone that passed his desk that he had shot a 97 on the Red Course at Beth Page.

ENGINEERING

FACILITIES—One thing about the housing shortage, it keeps newlyweds in the spirit of the honeymoon longer as they settle and resettle themselves in their progress toward a permanent home. Loretta Feeney has been looking at drapes and furnishings again for a new apartment which she and her husband took over on the first of this month.

After a period of jury duty during the day and office work at night, Chester Rackey will no doubt promote the idea of serving in two places at once by use of audio-video facilities.

The forthcoming political convention is beginning to occupy the time of George McElrath, Jerry Hastings and Joe Arnone. The problem at hand is to squeeze the personnel and equipment into a small booth with no air conditioning.

You'll find Dave Moloney shuffling papers at a desk in Room 517. He's given up installation work to handle the office end—all because he did such a good job in 8G.

MAINTENANCE — Did you know that while you slumber in dreamland, dreaming of what you'll be doing at NBC on the morrow, there are those who are keeping a vigil here? One of the boys, Vince Casselli, has been at it since 1946. His job is to see that the stations are put to bed, and are ready for awakening in the early morn. In between, all of the engineering equipment gets periodic routine checks which cannot be made while on the air. Vince says it's easy to work during those hours, once one gets used to it. The only thing he can't get used to is the lack of pretty girls—and he's still a bachelor.

Sal Salanitro, the busiest man in the shop when not working on

prints, is deep in taking inventory of all the equipment. We hear he may have to give up "ham" radio since his new home is taking up all of his time—or maybe it's his XYL!

Jim McCarthy was seen the other day trying to balance himself on one hand. We found out that he took his son to see the circus the other day—result: "Why can't you stand on one finger too, Daddy?"

Al Neu is seen dashing around these days between the shop and the power room. Mel Lewis wants to make sure that Al has enough work to keep him going all day.

MASTER CONTROL — M. C. is back in print again after a breather (it's been a long, long winter), takes a look at the new look, Spring (ah, Spring!), tourists, NBC tourists specifically, sighing as they "rest" on our cool iron observation rail, and right outside our (safety, darn it) glass windows. Hibernating eyeballs have been seen to flex under the charm of magnetic stress.

Not much of anything new, however, has happened to our thirteen inhabitants. Messrs. Waddell and Wies have been with us 21 years. Messrs. Hahn, Sellar, Clements, Rodenbach, Thomson, and Lane received their 20-year pins at the recent 10-20 dinner. Holub, Kenny, and Williams are runners-up with 19 years, trailed by Stolzenberger with 15 and Barber with eight. Our vacation relief engineers know their way around, too. There's Ted Kruse, 19 years; *Truth or Consequences*-Grelck with 11 and Mathes, five.

The average service of the 13-man highly specialized engineering unit is 18.6 years. Any competition? We suspect that this is an inter-department, inter-division record.



A big day arrives in Cleveland on April 8. Fred Everett, Engineering, points proudly to the first spadeful of dirt being removed with glee and gusto by C. C. Russell, WTAM Station Engineer, at the transmitter location for the new Television and FM broadcast facilities.

PORT WASHINGTON — Lincoln Dixon, WNBC's cartoonist, has been transferred to the Empire State transmitter. All hands wish him well in his new assignment. Al Duffy who was vacation relief last year has returned this year in the same capacity.

Bill Borer, our venerable old gardener, folded up the front end of his car and himself during the last icing. Result: a couple of fractured ribs and a damaged physiognomy. The tough old timer will be OK, however, and ready to keep the grounds in fine shape for the summer.

George Graham is burning midnight oil prior to graduation from Hofstra College at the end of this month. This in addition to his regular duties as Assistant Station Engineer.

Jack Flynn is getting the usual springtime complaints. At this season each year, his Isaac Walton proclivities are manifested by nostalgic mutterings. This condition is usually inversely proportional to the height of the tides, being most pronounced when, at low tides and in a fair wind, the effluvium from the local mud flats tickles his olfactory senses.

Nev Price, first man to go on vacation this month, hopes to get that "ham" transmitter installed and on the air in the old home town, Canadensis, Pa. Watch the "S" meters, gang!

GENERAL SERVICE

BUILDING MAINTENANCE — Having a party? Need some really good ideas? Lorraine Decker is the gal for you. She excels in interesting, fascinating party hints to fit any purse. She'll amaze you with her swift, cheerful action. Several successful PBX parties are to her credit.

Welcome to PBX three lovely new voices—those of Anne Smith, Dorothy Tanner and Marion Knight. Sorry to lose Matilde Nilsen.

There's brand new polished brass around these days, and it's gleaming on newly appointed Captain Charles Egelhofer.

DUPLICATING — Beginning with this issue and every issue hereafter (we hope) Duplicating will have a monthly column in *Chimes*.

It's not that we've been lazy these past months, but just seems that no one ever got around to writing anything. It seems funny, too, for Duplicating has quite an interesting bunch of NBC-ites within its borders. For instance, take Donald Bartsch. He wants to be an R.R. (Railroad, not Radio Recording) Engineer. All day long all we hear is a discourse on why the L.I.R.R. is late (something we all wonder about), P-5's and GG-1's (types of engines to you) and examples of train whistles.

It's a proven fact that Duplicating has the answer to most anything anyone would want to know. When you'd like to know something about music, classical or otherwise, Raymond Coutant is the man to see. A specialty of Donald Gogarty is hillbilly music. Paul Frank is our expert on love. And if your car is giving you any trouble just come in and talk to Martin Devine or Alfred Patkocy, who have probably had the same trouble. If they haven't, just give them a little time. They will.

MAIL ROOM—Most recent additions to the mail corps are Joseph Sheehan and Robert Parylak.

Al Dublin is now acting in the P.A.L. show on WNBC.

Anyone who called Ext. 240 recently and thought that he heard actor Victor Moore, this is to inform him that it was Dick Walsh with a case of laryngitis.

Monday mornings in 504 finds everyone complaining, "Oh, my aching back!" and meaning it. The complaints are the result of Saturday softball games. The Mail Room has built a team and acquired a diamond in Central Park. Since this writing we will probably have played Benton & Bowles mail room and the NBC-AA team.

STENOGRAPHIC — That wistful look on the faces of the gals in steno on March 31 was due to the fact that Doris Donelan was about to leave for two months in California. Doris really roughed it—she went by bus!

Kit Culhane is apartment hunting these days. But apartment or no apartment, the date for the wedding is set for June 19.

By the time this issue is out, Nancy Raimondi will no longer be with NBC, but home waiting for the stork.

Since this column was written the reporter, Joe Di Marco, had an emergency appendectomy.

GUEST RELATIONS

This year, as in many years gone by, the NBC Symphony under the direction of Arturo Toscanini, was a huge success, bringing much happiness to music lovers the world over. We would like to pat Jack Hoskins on the back for the grand job he did assisting Bill Ervin with the Symphony. Keeping the general public happy, allotting tickets to all NBC departments, as well as keeping all symphony requisitions and files straight is no easy thing.

If you see Bob Asman counting wildly on his fingers, know ye that he has not lost his mind. He's just taking over Janice Glantz's job as Tour Cashier.

We all waved farewell to our three Guides as they started down the long road to success. Bill Scudder is now working for the N. Y.

Herald Tribune, while Alan Lewis and Frank Wilcox are announcing for ABC's affiliated station, WBSR in Pensacola, Florida. Both these boys were in Pat Kelly's announcing class. Goodbye, too, to Charles Denhard, who has joined the Advertising and Promotion Department.

Sylvia Hutchinson has left GR to join the Program Department, something she's been aiming for. John Lynch steps into her shoes as Guide Trainer.

Joseph Phillips has just become Assistant Tour Supervisor, and in his place as Cashier is Theresa Hoppe.

When you drop off your tickets at our Mezzanine Desk, give Jack Weir a gay smile, for that will be his post since his promotion from the Page Staff.

We of the "old" crowd say "hi" to our new Guides, James Ramsey, Wilder Burnap, Veronica Lynch, Kenneth Reed, Ira Cavallo, William O'Brien, John Corsa and Robert Saul; and to our new Pages, Robert Higgins and E. Dennis Conroy.

We are extremely proud of all GR Pages and Guides for their excellent performances during Easter week. 18,554 people took the NBC Studio and Television Tour during the week of March 26 through April 4. Each of our Guides took one and two tours each day in excess of their usual number. Thousands of people were greeted and directed by our Pages, and both staffs did an outstanding job of making new friends for NBC.

INFORMATION

Our June bridegroom, Bob Tiedje, is happy over the fact that he has at last secured an apartment. Now he may gaze dreamily at the plane tickets which will take him and his bride to destinations unknown.

INTERNATIONAL

Spring — The seasons of hearts and flowers was ushered in with plans and actual ceremony. The ceremony was Judy Morley's wedding which took place as planned on March 19. Nancy Fox is heading for a June wedding, and Ted Goodman of the English Section, whose engagement was announced recently, plans a summer wedding.

In Her Father's Footsteps—Joan Lunoe, pretty teen-age daughter of Adam Lunoe, is not only following Papa, but making definite footprints of her own. She is night editor of a publication at Barnard where she is a sophomore, and in addition is an announcer, disc-jockey and occasional engineer on WKCR, Columbia University's experimental station.

Newcomers—Nicole de la Meliere has rejoined the French section as



Both boys, both with double ties at NBC. At left is Richard Martin Jacobson, age, three months, the son of Max Jacobson, Engineering and Margaret Richards Jacobson, formerly of Television. Right, Carl Robert Johnson's dad is Bob Johnson of Purchasing. His mother, Ethelgrace Johnson, worked in Treasurers.

writer-announcer. Ed Hodge is the new writer-announcer in the Brazilian Section.

LEGAL

NBC lost an able raconteur when Mrs. O'Brien, Mr. Denny's secretary, resigned to return to the old stamping ground, Washington, D. C. The FCC hath greater charms! It was grand knowing Mrs. O'Brien for even so short a time.

Ginny O'Connor spent two wonderful weeks in Florida acquiring a sun-tan. What a way to lose spring fever! Next item on the agenda is a birthday on May 23.

Don Clancy is our new clerk "de luxe". (Come in and see what we mean by "de luxe".) Don spent some time with the Navy in the Pacific area and is currently studying law at St. John's College in Brooklyn.

NETWORK SALES

"Home Sweet Home is wonderful" writes Michael, the 13-year-old son of Network Salesman, Thurston C. "Bud" Shays, in a composition (writing time, 20 minutes) which gives such an intriguing insight into life "chez Shays" that we're quoting it:

"What I like about my home is this: The house may be lousy and my room may be a discouraging sight, but the yard is big and we are near the water and woods. The neighborhood is frontier-like and the scene of wild life is on our front porch.

"My dog (a beautiful collie pup) stands guard over all the inhabitants of our yard.

"My mother is always in the kitchen so my brothers and I help my mother in her chores. Now she has more time to cook 'better meals with less cost' and can she get involved in preparing a good dish just for us! She is always ready and on hand when trouble comes and if I am ever scared or doubt-

ful about anything she sets me straight.

"Like my mother, my father is always ready to answer any question. He likes taking hikes or fishing trips and best of all, his family. He is deeply interested that we find the key to life—happiness. My father, without using any bad temper or disagreeable attitude keeps an iron hand over the household. We often have meetings and discuss family problems. In time of having no money at hand, he with the help of God finds a way to wiggle out of the paupers' hands.

"My brothers (Peter, Tony, and Christopher) are all younger than me, Chris being the youngest. Here I have the advantage; no sisters and only younger brothers. But my cousin or my mother's niece (who just left for Japan) sprays the air of a girl about the house.

"In whole, I mean to say 'Home Sweet Home is wonderful!'"

PERSONNEL

Personnel welcomes two new members to the Records and Research Division, Lynn Rittenhouse and Jean Collins. Lynn spent two years at Wilson College and two at Cedarcrest majoring in history. Later she was a credit investigator in the Passaic National Bank. Jean, the new Records Supervisor, has been with NBC for five years in the Advertising & Promotion and Research Departments. As this goes to press, she is on her vacation in Bermuda.

Fran deLuca, Ann Culbert and Janet Sichel have left us. Fran will get a job closer to her farm, and rumor has it, prepare for her wedding in the not too distant future. Ann is putting her mathematics to better use in the Research Department. Janet will spend some time working on her sequined earrings, filling a backlog of orders.

Ted Thompson has a potential alarm clock for sale. The story began when Tommy Tart of the Mail

Room donated four baby chicks, each a different color, red, peach, grey and yellow, to Ted. It has now been discovered that the yellow chick is a rooster, guaranteed to wake the peaceful sleeper every morning at sunrise.

PRESS

This spring our boys' and girls' fancies have turned to thoughts of travel. Priscilla Campbell has spent some time with her parents in Peterborough, Vt.; Ray Lee Jackson is just back from a one-week trip to New Orleans; Jack Tracy visited his sister in Sanford, Me., and Helen Schuck and Mildred Kalbac are still busy comparing notes on their respective weekends in Washington.

Congratulations to trade news editor Jo Dine, newly-elected president of the New York chapter of the 36th Infantry Division Association.

Henry Moore enjoyed an extra surprise on his recent birthday. The DeMarco Sisters, Fred Allen's singing group, were in the photo studios for a sitting, learned of Hank's anniversary, and sang "Happy Birthday" in five-part harmony.

Other publicity departments may feature "Advice to the Lovelorn" but Press has its "Advice to Taxpayers". We name Al Cammann "department tax advisor" for his noble assistance to Press members under the stress of the state income tax.

PROGRAM

MUSIC—Samuel Chotzinoff, General Director of NBC's musical activities, has been appointed by Mayor O'Dwyer to the Mayor's Committee for the Commemoration of the Golden Anniversary of the City of New York. He is to repre-



sent Radio and Television on the music panel of the committee.

Speaking of anniversaries, "Chotzie's" secretary, Madge Boyton (the red-headed lady who dispenses symphony programs and tea with equal graciousness) joins the Twenty-Year Club this year.

Our staff conductor, Milton Kattims, has distinguished himself of late in two viola sonata recitals with Nadia Reisenberg up at the Lexington Avenue YMHA.



In which new father Maurice Friedlander, Press Photo, succeeds in walking his seven-weeks old daughter Sally Joy to sleep—and finds that it is catching.

A new calypso tune by Bill Young occasioned the formation of a new three-man unit of our own personnel: Dotty Metcalf singing, Bill Young at the piano, Jack Beecher shaking maracas, and both men joining Dot on the choruses. The three cut a demonstration record of "On Gungo Hill by the Paw-Paw Tree", and we think it's good enough to sell any publisher.

SCRIPT—Three weeks after the first broadcast of *Living—1948*, *Variety* hit the stands with the news that its cross-country Radio Editors quality poll picked the new NBC documentary as the number one sustaining show on the air. *Living—1948* was in sixth place among all programs, and was ranked only by the five biggest night-time comedy shows. Wade Arnold, supervisor of the new series and Assistant Manager of Script, smiled back our congratulations with the words, "Delighted and frightened."

By the time you read this Bill Welch's boy will be ninety weeks old and a student at Yale! Editor-writer Bill adds that the lad plays football right well, has a girl who has been a teen-ager ever since 1900, and bears the totally un-Welch-like name of Frank Merriwell. Bill was approached after we learned that the recent Gilbert Youth Survey turned up evidence indicating *The Adventures of Frank Merriwell* network first among the Saturday listening choices of adolescents; Bill modestly noted his appreciative audience and added that he has written over one quarter of a million words on Frank and still likes him, so the operation is a congenial one all around. Does Bill find the show affecting his life outside the shop? Not at all, at all—with the possible exception of the fact that whenever the Whiffenpoof song is played, he automatically gets to his feet in

order to stand at attention facing New Haven.

SOUND EFFECTS—Agnew Horine turns up for work on the *Archie Andrews* program in raincoat and boots these days. Throwing mudpies and water at Jughead will be part of the act for Television.

On the day Robert Jacquinet returned from his vacation carrying his camping gear, Stu McQuade asked with genuine interest, "When are you leaving for your vacation, Jack?"

SUPERVISION—Although all of us who worked with Fred Shawn were exceedingly sorry to see him leave the company, we're delighted that his new "interconnection" is with ABC in Washington as Director of Programming for Television and AM-FM.

Arch Robb has taken over Fred's duties as Assistant Program Manager and will set up shop in 408.

Bill Stern will be packing a duffle shortly for his trip to England to cover the Olympics. Since he'll be describing most of the important events to us by shortwave, the trip emphatically does not come under the heading of lend-lease.

Introductions are in order for Mimi Brown, a native New Yorker and Smith College grad, who now assists Ruth Anne Read in taking notes for Mr. Dyke. Mimi has taken the place of Hazel Mittnach who has joined her husband in a trek to California.

PUBLIC AFFAIRS & EDUCATION

NBC employees caught speeding in any of the villages of Westchester County, please note the following news item: Sterling W. Fisher in his role as Mayor of Tarrytown has just been elected chairman of the Police Committee by the Westchester County Village Officials Association. This committee has to do with police affairs in all the seventeen incorporated villages of Westchester. So step on the gas, folks.

MARY EILEEN O'CONNOR

It is with regret that *Chimes* announces the death of Mary Eileen O'Connor, Production Division of the Program Department, on April 17. She had been ill for several months.

Mary Eileen will be greatly missed by all her NBC friends. She had been at NBC for six years, joining the Stenographic Department in 1942. In 1945 she was appointed Studio Assignments Clerk in Production, and a year later was placed in charge of studio assignments.

Mary Eileen was born in New York in 1924. She is survived by her parents and one brother.

Jane Percival will be another one of the June brides. The department will lose her with regret when she leaves NBC, on May 21st, after twenty-two months of service with the company. After her wedding on June 12, she is going to Bermuda for eighteen days on her honeymoon. Upon her return, she leaves for Providence, R. I., which will be her home while her husband is attending the Rhode Island School of Design.

RADIO RECORDING

Our accounting division looked like a nursery one April day as baby toys and rattles were showered on Esther Lutz.

The days are getting longer and so are the skirts. Helen Bosshard has been sporting the "new look" by lengthening her hems, while Arety Cotzias gains fashion acclaim with her short bob. Anyway you look at it, they're both in style.

When she's not sending recordings, Marion Hayduk is making her own and singing for the veterans still confined to hospitals.

Peg Yost believes in going places and fast. On April 30 she climbed aboard a plane for the sunny south, where she intends to set up house-keeping.

A few weeks ago the Recording Department bade farewell to Bill Parsons who left to join the American Broadcasting Company. We were all sorry to see him go, but as Don Mercer so aptly said, "Bill Parsons taught a great many of us our ABC's, and now he's going to learn his ABC's." He carries with him the very best from our entire seventh floor gang.

RESEARCH

There were 421 essays submitted on the subject of "What I Got Out of the Advertising and Selling Course of the Advertising Club of New York", and the man who got the most out of it and said he did in the best way was Charles Squires. For his winning essay Charlie received a gold medal at the graduation exercises of the course on April 1.



Charlie Squires, Research (right) and another top student in the Advertising and Selling course receive gold medals from Eugene S. Thomas, president of the Advertising Club of New York for their winning essays. Charlie's won first place.

What's in a name? Well, recently, John Marsich received a letter addressed to A. Marsich at NBC. The initial was wrong, but since a Marsich did work for NBC, John opened the latter. In it was a nice fat money order. John phoned the other Marsich at his home according to the address given and asked if he worked for NBC. "Yes, I do," was the reply—"the National Biscuit Company."

STATIONS

STATION RELATIONS—The Station Relations force has expanded to include Charlie Bevis, his assistant Bill Kelly, and his secretary Gloria Potter. Looks as though Johnny Murphy has found a golf cohort in Charlie Bevis.

Lorraine Goracci is a very nice addition to the department, coming to us through courtesy of Radio Recording.

While you are reading this, Messrs. Woolley, Hickox, Murphy and Adams (Burt, that is) are enjoying the sunshine and attending the NAB meeting in Los Angeles. Oh for the time that secretaries might represent NBC at meetings in such places as L.A. and Sun Valley. (Station Relations gals are wondering if that would go well before the Suggestion Committee.)

Speaking of suggestions, even if the latter one isn't practical, there are bonds and more bonds waiting for all you NBC-ites with ideas.

The ice skating rink closed last month. Of course, it really is a shame that the skating doesn't continue all summer. The men in the department really have to adjust themselves to the fact that there is no longer a mighty attractive view to while away the minutes when business is at an ebb.

Mary Jo Peterson's most lovely eyes suddenly widened recently when she received a wire requesting four program tickets for Theodore Roosevelt—it wasn't a joke, son.

TRAFFIC — Kay Godson, Steere Mathew's secretary, is a horseback riding enthusiast. Last week, however, she was just about ready to give it up, when on her weekly canter through Hempstead State Park, the horse stopped abruptly in the middle of the path and refused to move further. It took several minutes of coaxing before the horse started off again and Kay regained her liking for the sport.

Mary Van Houten, ex-NBC-ite who worked for Matt Boylan, presented the world with a nine-pound boy on March 21, named Dennis Charles.

We now have our own contender for the Golden Gloves. Bill Forrester is spending his evening taking boxing lessons—one of the reasons why he can't bend or stoop during the day.

TELEVISION

Howdy Doody! to Norman Blackburn, National Program Director, and his secretary Betty McCabe; to Carleton Smith and his girl Friday Rosemary Sullivan.

Greetings, also, to Ira Skutch and his new bride, Elizabeth Thrower, who will keep the home fires burning out in Jackson Heights.

Mimi Goss who took a few days off to don bridal white was tendered a cocktail party and presented with a silver creamer set by Pat Gray, Terry Gurbach, Rose Sheeky, Anita Peyton, Helen Bishop, Pat Roche, Mary McCarthy, Gus Kettler and Edith Lisle. While returning from the wedding, Terry Gurbach was in an auto accident and is now sporting a bunion pad on her temple.

Larry Schwab is taking his two weeks vacation in Miami.

Barbara Brady is taking over for Edith Lisle who is in Cuba.

Mary "Lucky" Alcombrack attended the Ad Women's dinner and won a prize—and surprise—in the form of an original dress creation which is gorgeous.

According to Bill Webb, the H. V. Anderson maison sure makes a wonderful new supper club. Didja know "Andy" is a fiddler and a pianist par excellence and that his sister is one of the outstanding women composers in the country?

TREASURER'S

PURCHASING — Henry Martin keeps busy on the weekends putting in a new lawn.

At last, at last, the long awaited telephone has been installed in Edna Kane's home. Where? Right next to Edna's bed, of course.

Word just received from Bill Bloxham reports that he is enjoying every minute of his Florida vacation.

WNBC

The biggest news at WNBC is Fran Carlson's return after several weeks' illness. She's back in her familiar role of receptionist.

Romance has been blooming at WNBC. Two engagements have been announced. Doris Paterson, Jim Gaines' girl Friday, announces hers to William McCallum of ABC. Bette Jacobs, Don Norman's secretary, will be married May 20 to Robert Kochenthal, a Northwest Airlines traffic man.

Wini Schaefer is now secretarial assistant to Fred Heywood and Murry Harris, WNBC News and Press Managers respectively. Michele Lescure has taken over as secretary to Tom McFadden.

LOST!

NBC Lost and Found Desk (Ed. note: It can be found by turning to page 134, *NBC and You*.)

BOB MAGIDOFF COMES HOME

by AGNES SULLIVAN

As the plane eased down the runway, the group of newspapermen, photographers and newsreel cameramen gathered around Ad Schneider, Buck Prince and Jim Miller, eager to get more information about Bob Magidoff, the man they had come to meet.



Bob Magidoff

were told.

"Better hold back on questions until we get to the hotel."

Suddenly a figure appeared in the doorway of the plane, arms waving gaily, face wreathed in smiles. Bob stepped down jauntily and was immediately surrounded by newsmen. Questions were fired and answered, bulbs flashed, and the cameras began to grind amidst much hand-shaking and back slapping. A Hollywood star couldn't have seemed more at ease.

Finally, Bob was settled in the car for the trip to the hotel. Frankly puzzled, Ad asked him about the transformation.

"Well," he replied, "back in the plane I was feeling very blue. I felt that I had failed. I was afraid that being expelled by the Soviet had discredited me here at home. Then, one of the passengers recog-

nized me. She told me I was a celebrity. She even said there would probably be a reception at the airport. I really didn't believe it. I knew you or Buck would be here, but that's all. Then, I looked out the window and saw all those people. I was home at last. And... I don't know what happened!"

Things didn't stop happening to him all day. Press conferences, broadcasts and telephone calls followed in quick succession. Later in the evening, Bob appeared for a television program.

"I hope it goes all right," he apologized. "I'm so very tired. I haven't had any sleep in two days."

"A week ago," he added, "I didn't know whether my wife and I were going to Siberia or home. But the fact I'm here is the best proof the Russians had nothing on me."

The only accusation against Magidoff was in the form of a letter from his secretary, printed in the newspaper *Izvestia*. No official charge was lodged against him, nor was there any investigation. If the Soviet had evidence of espionage, he would have faced trial. They would not have allowed him to leave.

Bob is especially amused at some of the rumors that have sprung up. One is that his secretary was secretly in love with him, and when he showed no sign of returning her affection, she wrote the letter accusing him of being a spy.

WORLD'S MOST MODERN TELEVISION STUDIO



Studio 8G, the world's most modern and best equipped television studio, opened on April 22. The result of more than two years of planning by NBC engineers and program personnel, as many as four separate programs can be presented consecutively from it. In it has been installed enough light, heat, power and air-conditioning to supply a village of 100 average-size homes. Revolutionary feature is the design of the control room which, located one floor above the studio itself, is separated from it by a glass partition of light attenuating plastic. The lighting in 8G consists of a combination of fluorescent units, large incandescent lamps and photofloods which can be used in any combination possible. Because of the small amount of light required by the new NBC television cameras which use the sensitive RCA Image Orthicon tube, four-fifths of the heat generated by lights formerly used in television studio operations has been eliminated.



FOR SALE — PRESTO K-8 recorder. 33.3-78 RPM. Complete with recording and playback sapphire stylii, velocity mike. A buy at \$175. William Haerer, WNBC Transmitter.

FOR SALE—3' x 4' (Charles Bruning) Drafting Table with parallel and Dazor floating fluorescent lamp. Valued at \$75. Best offer. S. E. Piller, Ext. 543.

FOR SALE — Solid mahogany double bed with coil springs; dresser with mirror, and vanity. Painted dinette table and two chairs. Mrs. Cole, Ext. 333.

FOR SALE — Whitney baby carriage. Practically new. \$35. Call Ext. 462.

DO you want to spend your vacation near Jones Beach? Rent a room for a weekend, a week, a month. Might be able to rent a whole furnished house for a month. Call Baldwin 3-4305-W.

WANTED — Information leading to the whereabouts of person in each department who will advise on NBC personnel policy. (Ed. note: See *NBC and You*, page 97.)

FOR SALE—Riding boots, size 6½. In excellent condition. \$20. Helen Jackson, Ext. 8109.

WANTED — A piano. A budding singer and a pianist are in urgent need for one to enable them to continue their studies. L. Pleadwell, Ext. 275.

WANTED — A small apartment-size electric refrigerator. Bob Tiedje, Ext. 336.

NBC STARTS INTEGRATION

(Continued from Page 1, Column 1)

will be under the direction of George H. Frey, Director of Network Sales. Reynold R. Kraft, Television Sales Manager, has been named assistant to Mr. Frey.

Television National Spot Sales has been consolidated with the AM National Spot Sales Department under James V. McConnell, Director. Other changes in Television Sales include Harry T. Floyd, H. V. Anderson and Robert Sarnoff who have been assigned to the Network Sales Department; Joseph Milroy who has been assigned to Network Sales Service; and John M. Greene who will report to Mr. McConnell on liaison between Network and National Spot Sales.

STATION WNBT MARKS 9th BIRTHDAY

Nine years ago, April 30, 1939 Franklin D. Roosevelt stepped before NBC's television cameras at the New York World's Fair. When he did, he started this country's first regular television service—over NBC's Station WNBT, then known as experimental station W2XBS.

On July 1, 1941, WNBT became the first commercially licensed television station in the U. S.

NEW APPOINTMENT FOR A. W. PROTZMAN

Albert W. Protzman, formerly an NBC television Technical Director, has been appointed Television Technical Production Director.

In his new post, Mr. Protzman will advise and instruct technical directors and supervise their work. He will be responsible for the improvement and standardization of studio operating techniques.

AN ANNOUNCEMENT ABOUT AN ANNOUNCEMENT

Paul Rittenhouse is about to pull a rabbit out of a hat for the delight of all "calibrating" NBC-ites. Before going into his act, however, our ingenious A.A. president is making sure that his rabbit doesn't appear minus an ear. Like most people about to spring a surprise, Paul's been most mysterious about his rabbit, but we can venture a guess about its size. For whoever heard of an A.A. party that wasn't big and wonderful? That's all we can tell now, but keep your ears and eyes open for the where and when. Paul is getting ready to cry "Presto".



An enthusiastic member of the A.A. swim group, Pat Gormley, Program, dives into the Hotel Shelton pool. NBC swimmers meet every Wednesday night at 6:15.



Ready for a race across the pool. Carl Van Wick, Mail Room, Vic Johnson, Engineering, Bill Riecker, Protection, Pat Gormley, Program, Cal Wheeler, Mail Room and Norman Survis, Guest Relations.



Members of NBC's fighting basketball team gather round A.A. President Paul Rittenhouse to receive gold basketball charms, tribute to a memorable season. Tom Flanagan, captain, accepts his, while looking on are Ed Steiner, Dick Cox, Paul Miner, Red McKinnon, Ken Geiman, Elton Dublin and Alan Strong. Other players who received the charms were George Howardell, Chuck Kambourian and Bill Santhouse.

PROMOTIONS

Robert W. Asman, Guest Relations, from Guide to Tour Cashier.

Mary Ellen Breen, Public Affairs and Education, from Secretary to Executive Secretary.

Rita Chalas, from Secretary in Radio Recording to Secretary in Executive.

Edwin England, Research, from Research Assistant to Research Associate.

Robert Fisk, Guest Relations, from Clerk to Broadcast Ticket Clerk.

Alice Greenstein, to a new typing position in Research.

E. J. Hoffmeister, Engineering-Television, from Projection Engineer to Video Control Engineer.

Harold Hoskins, Guest Relations, from Guide to Clerk.

Robert Hultgren, to Program Assistant in Television.

Grace Johnson, from Secretary-Clerk in Radio Recording to Statistical Typist in Controllers.

Frank Lepore, Television, from Program Assistant, Film Division, to Assistant to Director, Television Program.

Evelyn Martocci, from Secretary in Advertising & Promotion to Secretary in Executive.

Elizabeth McCabe, from Studio Assistant in Television to Executive Secretary.

Muriel Morgan, Stations, from Clerk-Typist to Secretary.

Mary Mealia, Advertising & Promotion, from Production Assistant to Secretary.

Robert Murray, from Messenger in General Service to Clerk in Controllers.

A. G. Poppele, Engineering-Television, from Video Control Engineer to Technical Director.

John Reber, Television, from Program Assistant to Assistant Director.

Richard Welsh, General Service, from Post Office Clerk to Record Clerk.

Consuela Roenne, Research, from Typist Clerk to Statistical Typist. Carl H. Vanvick, General Service, from Messenger to Post Office Clerk.

Edith Walmsley from Executive Secretary, Program, to Budget Clerk and Secretary.



To Ronald Paradis, Engineering, a daughter on April 17. Weight: 9 lbs., 1 oz. Name: Linda Jean.

To Cy Friedman, Press Photo, his first child, a son, Robert Mark, on April 3. Weight: 6 lbs., 8 oz.

To John Powers, Program Sound Effects, his third child and second daughter, Nancy Sue, on April 21. Weight, 9 lbs.



Chimes

NEWS AND VIEWS
OF NBC PERSONNEL
IN NEW YORK

JUNE • 1948

VOL. 6 NUMBER 4

TOP MANAGEMENT REALIGNED FOLLOWING FRANK E. MULLEN RESIGNATION



John H. MacDonald



Sidney N. Strotz



Charles P. Hammond

The resignation of Frank E. Mullen as Executive Vice-President and a member of the Board of Directors of NBC has brought about a realignment of executive duties of other officials of the company.

John H. MacDonald, Administrative Vice-President, will coordinate the operations and financial activities of the company. He previously administered NBC's fiscal affairs and related departmental activities.

Sidney N. Strotz, Vice-President in charge of the Western Division of NBC, was appointed Administrative Vice-President in charge of Television.

Charles P. Hammond, Vice-President and Executive Assistant to Mr. Mullen, was appointed Assistant to the President. Reporting to him will be the directors of NBC's Advertising and Promotion, Research, Information and Guest Relations Department.

Noran E. Kersta, Director of the Television Department, was named Executive Assistant to Mr. Strotz. Carleton Smith, Manager of the Television Department, was named Director of Television Operations, with Norman Blackburn, National Television Program Manager, reporting to him.

Ken R. Dyke, Administrative Vice-President in charge of Programs, and Harry Kopf, Administrative Vice-President in charge of Sales, Station Relations and affiliated departments, will now report directly to Niles Trammell. All other officers and department heads not otherwise directed and who previously reported to Mr. Mullen will report to Mr. Trammell.

Mr. Mullen, whose resignation was announced by Niles Trammell, President, on May 13, joined NBC at the time of its organization in 1926. He left the company June 4 to become associated with George A. Richards as president of Radio Stations WJR, Detroit; WGAR, Cleveland; and KMPC, Hollywood, California.

NBC employees said good-bye to Mr. Mullen at an open house held in his honor at the Waldorf-Astoria last Friday.

NBC TELEVISION LEASES 3 RKO-PATHE STUDIOS

NBC has leased three RKO-Pathe sound studios for television use, bringing to five the total of NBC Television studios in New York City. The lease runs for five years and will give NBC Television, in addition to the new studio space, the entire eleventh floor for office personnel at the RKO-Pathe Building at 106th Street and Park Avenue where the studios are located.

The main studio—measuring 97' x 74'—will become the world's largest television studio. It is the biggest film studio on the East Coast and the most modern in the country.

In addition to the studios, NBC Television has contracted for office space and facilities for its complete film operation with all necessary laboratories, projection and cutting rooms and film vaults. All film units of NBC will be coordinated and housed in the RKO-Pathe space.

Occupancy of the studios will take place on July 6 at which time the main studio will be available for immediate operation.

Summer hours for the General Library, Room 274, began June 1. From then until October 1, it will be open from 9:00 a.m. to 5:00 p.m., Monday through Friday.

CLARK, DAVIS IN TELEVISION OPERATIONS SHIFT

Robert W. Clark, New York Television Operations Supervisor since 1945 has been transferred to the same position for NBC's Hollywood Division. Reid R. Davis, Television Video Control Supervisor, has succeeded Mr. Clark.

Mr. Clark joined NBC in 1931 in San Francisco as a studio engineer. In 1937 he was transferred to New York to work in television and has been responsible for many new developments in engineering techniques.

Mr. Davis has been with the company 20 years, coming here in 1928 as a field engineer. Since then he has worked variously in the field, maintenance, studio operations, design and construction and television groups of the Engineering Department.

NEW KINESCOPE RECORDING SYSTEM TO LINK NBC EAST-WEST TELEVISION

East and West Coast television of the National Broadcasting Company will be linked by the recently developed kinescope recording system, which for the first time makes delayed telecasts practical.

Kinescope recordings on film, made directly from the tube of a television receiver, can be flown to

(Continued on Page 7, Column 2)

NBC TO INTEGRATE ITS CODE WITH NEW NAB CODE

Niles Trammell, NBC President, has announced that the company will revise the code of practices which has governed NBC broadcasting since 1934 so that it will contain both the new standards adopted by the National Association of Broadcasting and the even higher standards which NBC has voluntarily adopted to govern its own operations.

(Continued on Page 7, Column 3)

APPOINTMENTS MADE TO WNBC STAFF

Harvey Gannon, Program and Sales Service Manager of WNBC, has been appointed an account executive. Earl Harder, Traffic Manager of the International Department, has succeeded Mr. Gannon.

Three other appointments have been made to WNBC's program and promotions staffs. Richard Stahlberger, formerly correspondent in the Information Department, has become Promotion Assistant in the stations Advertising and Promotion Department.

Van B. Fox, a former WINS producer, and Victor Campbell, former WGY production manager and writer for Bob Smith, have been appointed WNBC producers.



WINIFRED M. CARTER, *Editor*

STAFF

Don Foley—*Adv. & Prom.*
 Kay Henderson—*Cont. Accept.*
 Joan G. DeMott—*Controllers*
 Hal McConaghy—*Engr., Air Cond.*
 Gordon Strang—*Engr., Aud.-Vid., Facilities*
 Ed Watkins—*Eng. Empire State*
 Vincent Genzardi—*Engr. Maint.*
 Ed Stolzenberger—*Engr. Master Control*
 Mary Bell—*Engr. Recording*
 Willard DuBois—*Engr. Studio & Field*
 Mel Stickles—*Bound Brook*
 Bill Haerer—*Port Washington*
 Mary Heller—*General Service*
 Cal Wheeler—*Gen. Ser.-Mail Room*
 Jo DiMarco—*Gen. Ser.-Steno.*
 Jeanne Conkey—*Guest Relations*
 Rosemary Pfaff—*Information*
 Eileen Tobin—*International*

Bud Soden—*National Spot Sales*
 Elizabeth Moloney—*Legal*
 Fran Barbour—*Network Sales*
 Agnes Sullivan—*News & Sp. Ev.*
 Betty Smith—*Personnel*
 Roselle Hubel—*Press*
 Robert Wogan—*Program—Announcing & Production*
 Phebe Crosby—*Music*
 Tom Adams—*Script*
 Frank Loughran—*Sound Effects*
 Ray O'Connell—*Supervision*
 Hilda Watson—*Public Aff. & Ed.*
 Marilyn Costello—*Radio Recording*
 Willard Zurflied—*Research*
 Marion Lucas—*Station Relations*
 Kay Collins—*Traffic*
 Rose Sheeky—*Television*
 Ernestine Thomas—*Treasurers*
 Marjorie Hutchison—*WNBC*
 Betty Michaelis—*Treas.—Pur.*

THE NBC SALARY PLAN

(This is the first of a series explaining how the Salary Plan works and where your job fits into it.)

Before anyone takes a job, he wants to be sure that the salary he'll be paid to start is fair for the work he is going to do. He wants to be sure that as he gains experience and is able to contribute more to his job his salary will be raised accordingly. He wants to know what will be the top amount he can earn in his job. He doesn't want to discover that Johnny Jones and Mary Smith who started over at XYZ in the same type of work and on the same day his job began are being paid considerably more.

Six years ago NBC established its Salary Plan which assures its employees that they will receive salaries equal to or above those paid by other organizations for comparable work and comparable length of service, that they will receive salaries which are fair for all jobs within NBC when each is compared with the other.

How did NBC attempt to find out what was "fair"?

Before the Salary Plan was established in 1942, everyone in the

company described everything he did on his job for a Job Analyst. Using these job descriptions, every job in every department was studied and analyzed for such things as education and experience required, supervision received, supervision given, physical effort, etc. Taking into account these qualities and the degree in which they formed a part of each job, all jobs were judged for their importance and value. Thus the first classification and evaluation of jobs under the Plan was obtained.

Next, several key or "pilot" jobs were selected, and a survey conducted to determine how similar jobs in other companies were paid. From the findings of the survey, NBC was able to establish the hiring rate and salary range (the spread between the minimum and maximum amounts paid for any one job) for each classification at a level equal to those in other organizations.

Later articles will discuss the way in which job classifications are kept up to date.

A MESSAGE FROM FRANK E. MULLEN

The editor of *Chimes* has invited me to use the editorial space this month for a word of farewell to my associates in NBC.

I can only say that in making the decision to change my business address, the hardest obstacle to overcome was the idea of leaving so many people who are near and dear to me in this organization.



Frank E. Mullen

I have been here twenty-two years. During that time the company has expanded from a pioneering experiment to one of the most successful and influential organizations in the United States. And although it has grown greatly, the end of its growth is not in sight. The advent of television, in which NBC is the industry leader, holds promise of even greater possibilities for the future than those already realized.

The extent of NBC's success measures the character, ability and hard work of the men and women of the organization. I am very proud to have shared in your endeavors, and to have had a part in your achievement. Whatever qualifications I carry to my new job have been largely developed out of my day-to-day experience in working with you.

Thank you, my dear friends, for these happy years of comradeship. God bless you!

PROMOTIONS

Charles Baker, Program, from Typist to Assistant to Schedule & Payroll Supervisor.

Mildred Barr, Legal, to new Executive Secretarial position.

Leonard Birch, from Page in Guest Relations to Messenger Clerk in Network Sales.

Frank Burns, Engineering, from Television Studio Engineer to Technical Director.

Carl Cabisin, Engineering, to Video Control Engineer.

Barbara Campbell, Advertising and Promotion, to Production clerk.

Arety Cotzias, Radio Recording, to a new secretarial position.

Charles Denhard, from Page in Guest Relations to Clerk in Advertising and Promotion.

Mary Eberbach, Research, from Sales Service Clerk to Research Control Assistant.

Corinne C. Ermant, Radio Recording, from Typist-clerk to Syndicated Sales Clerk.

William T. Farrington, from Page in Guest Relations to Accounting Clerk, Television.

Herman Folkerts, Engineering, from Video Control Engineer to Technical Director.

Joan Gordon, Program, from Schedule Assistant to Schedule & Payroll Supervisor.

Paul Harrison, Program, from Associate Director to Staff Director.

Theresa Hoppe, Guest Relations, from Guide to Tour Cashier.

Thomas M. Leonard, Guest Relations, from Junior to Senior Multi-graph Operator.

John Lynch, Guest Relations, from Assistant Tour Supervisor to Guide Trainer.

Russell Niles, Engineering, to Video Control Engineer.

Joyce Olson, Television, from Secretary-Receptionist to Executive Secretary.

Joseph Phillips, Guest Relations, from Cashier to Assistant Tour Supervisor.

James Schaeffer, Guest Relations, from Page to Mail Reader.

Marion Sheehan, Spot Sales, to new executive secretarial position.

Hope Shinkoff, Advertising and Promotion, from Production Clerk to Production Assistant.

Jane Shortway, Spot Sales, to a new secretarial position.

Alvah Stetson, Program, from Night Announcing Supervisor to Night Production Administrative Assistant.

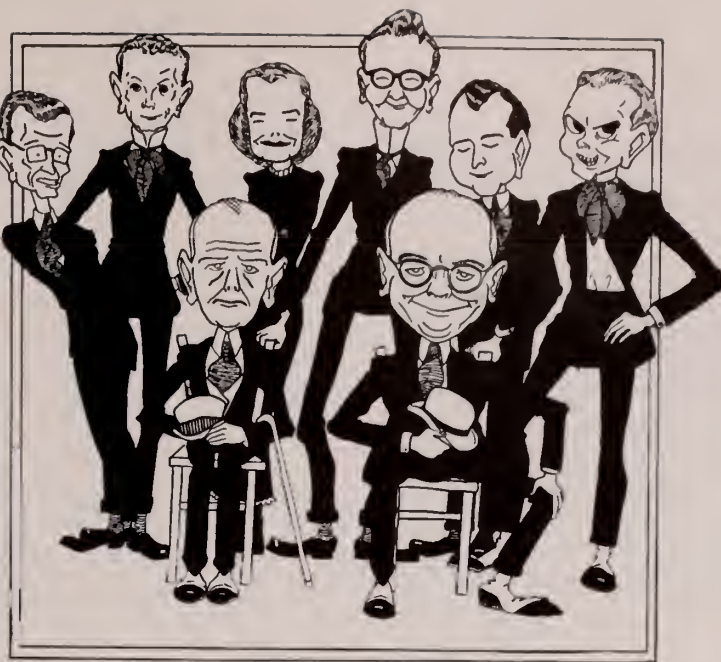
John Weir, Guest Relations, from Page to Control Desk Clerk.

Ruth White, from Secretary in Personnel to Executive Officer's Secretary, Legal.

Robert Wogan, Program, from Night Production Administrative Assistant to Night Administrative Assistant.



Bill Paisley, Director of the NBC Music Library.



MUSIC KEEPERS

The one library we know of where a sign ordering "SILENCE" could have no effect is the NBC Music Library in Room 373. Jazz blasts down from the Record Section above, file drawers, heavy with song sheets and orchestrations slam, telephones jangle impatiently.

A library clerk picks up a receiver and hears a shrilly whistled tune, followed by "Will you please tell me the name of that song?" Out of the melodies that go round and round in his head, he picks the correct title, answers brightly, and is thanked profusely. Once again—the number of times are uncountable—one of the keepers of NBC's music has helped someone win ten dollars. What couldn't be done with the money that has been won and lost through the years over the Music Library phone!

The library is part of the Music Library Division of which Thomas Belviso is Manager. Its Director is Bill Paisley who joined the NBC library staff in 1930. He is assisted by Warren Scofield and Jimmy Dolan, the NBC Symphony Librarian. They are the custodians of the world's largest and most complete working music library. No one knows just how big the collection is. The music is constantly on the move, hardly giving the librarians a chance to take inventory. Bill Paisley estimates about 500,000 titles, with some having as many as fifty arrangements. At any rate, the sheets of music and orchestrations excluding the NBC Symphony Library fill four drawers in 300 steel file cabinets.

The Music Library is the source from which all NBC sustaining programs such as *Living-1948*, *Honeymoon in New York*, *Nelson Olmsted*, *Betty Harris*, get song copies and orchestrations. Frequently, conductors for commercial programs will look there for a song or a part that they need.

Tissue copies for each program

are sent to the library. The clerks, Johnny Plummer, George Knaus, Ellis Crow and Jean Dickey, pull from the files the orchestrations indicated, lay out the parts—first violin in first violin folders, first trumpet in first trumpet folders—and place the completed program on the "broadcast shelf". They deliver the material to the studios before a scheduled deadline, lay it out on the musicians' stands, making sure that the drummer gets his own part and not the piccolo player's. After it has been used, they pick it up and return each part to the files.

From Bill Paisley, Director and Music Library veteran, down to Jean Dickey who joined the group in the library less than two months ago, NBC's music keepers have wide backgrounds in music. Bill, pianist, organist and composer, is still enjoying royalties from several published songs. Best known is "Beautiful Dreams". Warren Scofield, Assistant Director of the library, thrust aside all he had learned in college about machine design to go into choral work. He had been a choral director on another network before coming to NBC six years ago. Ellis Crow traveled all the way from California to study conducting, and George Knaus plays the saxophone and is studying piano. George's creative talent is responsible for the remarkable study in black and white which heads this article. Jean Dickey is a recent graduate of New England Conservatory where she studied voice and piano.

Next to a knowledge of music, speed is an essential requisite of the music librarians. There is one phone in the library on which a green bow is tied. It is the studio phone, and its ring, a nerve-shaking clang, is the librarians' command. Arrangements of any combination of instruments known to men—and some that are not—must be delivered upon demand, whether

(Continued on Page 7, Column 1)



Library clerks have to be musical "quiz kids". Ellis Crow is at the phone.



Warren Scofield, Assistant Director of the Music Library.



Johnny Plummer, laying out orchestra parts in musicians' folders for sustaining programs.



George Knaus, looking up title in library's song-book collection.



Jack Beecher, trying out different recorded arrangements of same tune for record shows.



Music is cross-indexed many times. Jean Dickey is lone girl in the Music Library.



Jimmy Dolan, librarian for the NBC Symphony, editing musicians' parts.

It happens at NBC

ADVERTISING & PROMOTION

Along with June, the Advertising and Promotion Department is busting out all over—

Literally, because there are several new members. Bill Webb and his secretary, Edie Lisle, have moved in to handle television advertising. Lance Ballou has joined George Wallace's staff on television sales promotion. Joan Culette has returned from a leave of absence and is now keeping Jake Evans from being too harassed by his numerous jobs.

Socially, at a department party held in the Lounge of the RCA Exhibit Hall to welcome the new members and to celebrate the promotions of several old-timers. There, amid cocktails and canapes, A & P's old and new disported delightfully and presented Director Jim Nelson with two leather suitcases as a symbol of the genuine good wishes the department has for him.

Academically, with Marion Stephenson's announcement that after one year of research and three months of production she had completed her thesis for her MBA degree. The opus on the Bretton Woods Institution weighed, on completion, 2 pounds, 10 ounces, and ran 161 pages. Miss Stephenson is expected to recover in time.

Nuptially (there's a word for you), as Marcia Aldrich and Ray Lawrence were married on Saturday, May 22, at a four o'clock ceremony at St. John's Episcopal Church in the Village. Mr. Lawrence is Research Director for a trade magazine publisher.

Professionally, with the very fine series of television ads now being seen in trade papers and magazines featuring Fred Veit's ingenious art work.

CONTINUITY ACCEPTANCE

We're finally beginning to feel at home in our new quarters on the second floor, after a hectic week getting organized. In counting heads after the shuffle, we found that we had added Jane Crowley, formerly of Sales Service, to the department. Jane is a celebrity in her own right. Last month she sang at the Manhattan Center for an audience of approximately 2,000 people, including the Honorable William O'Dwyer.

Alys Reese has become a candid camera fiend ever since her parents gave her a flash camera for Christmas. All of us are on guard while she is around, so that she won't catch us in any embarrassing moments. We present below some examples of her more serious work.



The Continuity Acceptance Department poses for Alys Reese. Above, l. to r., J. K. Mason, Kay Henderson, Percy Smith, Carl Bottume and Dorothy McBride. Below, Jean Cottingham, Helen Miller, Jane Crowley and Jane Ready.



CONTROLLERS

The majority of people in this office belong to the Bowling League. Now that the season is over, things are pretty quiet on Friday mornings. For a while, the Gremlins Team, of which Joan DeMott and Helen Walker are members, were feuding for first place with the Controllers Team — Bob Burholt (champ), Leslie Vaughan, Vincent Carey (captain), Al Reibling (Television) and Joe Kent. The Gremlins held it for three consecutive weeks, but Controllers finally took over. You have to give the girls credit for holding it that long.

Joan DeMott's standing yearly bet for high average with Joe Kent is at last going to pay off. For five years Joe has been the winner, but this year the table has turned, and Joan will collect for a change.

ENGINEERING

MAINTENANCE—Ev Geiger who had nothing to do with the development of the Geiger Counter has returned to the fold after working in the lab on the new pocket receivers that are to be used at both National Conventions.

Pat Rooney was married May 8. After a honeymoon on Sea Island, Pat and his bride are living in Cooper Village. Best wishes for their happiness are extended by all the boys.

Pat Haynes has been working hard on his boat, getting it in shape for the coming season. Some of the boys are standing by, fishing trips in mind, waiting for the day it will be in the water.

Brownie has resumed his chores after an early vacation in Florida.

Einar Johnson has a new project — putting together and placing 100 new Navy-type portable lights that are to be used for emergency lighting throughout the studios.

BOUND BROOK — The cooling pond at Bound Brook houses two-hundred thirty gold fish, statistics based on a recent count during the inspection and cleaning of the pond. A year ago the gold fish were put there to eat the worms and foreign material that might otherwise clutter up the cooling system for the water cooled tubes.

Arthur Holden is building a cottage at Toms River, N. J. He plans to have it ready for his vacation. Don Hickman, in addition to remodeling the interior of his own home, has been assisting Art with the carpenter work.

Gardens are taking the time of Al Lindstrom and W. R. McMillan. Mac devotes practically all of his spare time to his home. Among his domestic duties are two that he really enjoys, gardening and cooking.

Stanley Crabtree and Stanley Puza have purchased aluminum boats for their outboard motors.

PORT WASHINGTON — Nevin Price, on vacation at his home in the Pocono Mountains, hopes to get his "ham" rig on the air before returning.

All hands on the staff extend deepest sympathy to Charles Francis on the recent death of his father.

Old-timer, Bill Borer, now fully recovered from the impact of his jalopy against a heavy stone gate column, is again on the job landscaping the plant grounds.

The new Hotpoint refrigerator in the kitchen is doing overtime duty and fills a much needed want of long standing. Now, if the long sought electric range makes its appearance, we'll be all ready to set up housekeeping in grand style.

The staff enjoyed the recent visit of an old friend, Nick Hegeman, Station Engineer of WJZ, and an NBC alumnus. He gave us an interesting account of his recent three months inspection tour by air over thirty-five thousand miles of Europe and Asia for the Protestant Missions.

GENERAL SERVICE

DUPLICATING — Vacation time is rolling around again, and this year it looks as though it's going to be quite a job keeping things

running smoothly in Duplicating. In addition to regular vacations, we have several Duplicators in various military organizations. Charles Atlee leaves for two weeks' training with the National Guard in July; Bill Leary and Tom Leonard leave next month for two weeks with the Marine Corps Reserve.

We didn't mention it last month, but on the weekend of April 16 Bill Leary and Charles Atlee set out for a trip to West Virginia in a 1931 Pontiac coupe. First the fuel pump broke; second, a tire blew; third there came a very gentle flat. By Saturday morning, they had reached Harrisburg, Pa. There the trip ended. Our travelers turned around, came home disgusted, tired, hungry and BROKE.

ROOM 508 and PBX—We welcome back Frances Mellen after her recent illness.

Dorothy Davidson is recovering from an operation. To cheer her on her way, the gang sent her a lovely gown and bed jacket.

The stork's wings can be heard flapping over Flatbush these days, this time to pay a visit to AA Secretary Jeanne Harrison. 508 turned out in elegant style to present Jeanne with a layette, baby carriage and carriage set for the future heir.

Margaret Fahey, PBX, has been wearing a lovely blue diamond since May 14 when she became engaged to Mr. Gene Burke.

Speaking of a bride-to-be, PBX operator Marie Finan is reliving the days when as a bride she went to live at 4377 Bruner Avenue, the Bronx. Last month with her daughter Marie moved back into that same apartment and is having a glorious time furnishing it.

Adelaide Leamy is a new operator in PBX.

STENOGRAPHIC—The steno girls are softball enthusiasts, and make up a good deal of the NBC girls' softball team. Gloria Kraus is manager. Ellie Rummo is an excellent first baseman, and Rita Poncina is a No. 1 pitcher.

A bridal shower was given for Kit Culhane in the Candlelight Room on June 10. Kit's taking the big step on June 19.

GUEST RELATIONS

Things have been moving fast in our department this past month. Bill Farrington, Dan Durning, and Paul Frank have been transferred to the Television Department. Jack Weir and Leonard Birch have left GR to join the Sales Department.

Alice Kennell of the Information Department gave a wonderful shower for Helen Clarkson who is leaving the company to be married this month. All the gals in the Ticket Office and the office section attended, as did many others from

several departments in NBC. The following week Helen was guest of honor at a cocktail party given by the entire GR Office—just to show her how much we all appreciate the fine job she has done as Ticket Supervisor.

Jim Van Gaasbeek is taking over Helen's job, and everyone, including Van's 6-months-old son, is pleased as punch with his promotion. In line with NBC policy, everyone in the Ticket Division moves up a spot, which, of course, suits all the boys and gals to a "t". New additions to that department are Larry Tery, who worked for GR not so long ago, and also Jim Schaeffer, who was a former Page.

After taking many months of kidding about her home town, Fairmont, West Virginia, Sylvia Hutchinson invited George Coughlin, Dick Schneider and Hugh MacDermott to accompany her on a weekend trip home—just to prove to them that people in W. Va. do wear shoes. The same day that Sylvia and the boys arrived, the town paper carried the headline "Tornado Hits West Virginia!"—not a bad welcome for three doubtful visitors!

John Curran finally landed his job with the Program Department, and he is glowing with enthusiasm. Howard Bayha is now the Supervisor of the Control Desk, with John Casey (ex-Tour Cashier) and Ralph Barkey (ex-GR Page) to work with him on the Desk.

Tom Leonard has been promoted to Senior Multigraph Operator, replacing Paul Frank; and Lloyd Trafford joins GR from the General Service Department to take over Tom's job.

The Guide Staff welcomes: Andrew McCulloch, a recent graduate of Dartmouth. Andy also has done some professional acting on both stage and radio; Douglas McKoan who hails from Massachusetts, and Beverly Bohn, a very pretty blond.

The Page Staff welcomes: James Ozamiz, a master of the ol' Spanish lingo; Tom McCarthy who has been an amateur staff announcer and has also done some amateur radio acting and writing; and William Cahill.

INFORMATION

One Tuesday morning recently, Dick Stahlberger very suddenly took himself to the Englewood hospital for an emergency appendix operation instead of reporting for operations as usual in the Information Department. We hardly had a chance to welcome Dick back, before he left 952 to make tracks for 416, where henceforth he will be Charles Vail's assistant.

INTERNATIONAL

Spring Scoop. Romance under our very noses, Earl Harder and Jean

Glynn announce their engagement, with wedding bells on Thanksgiving. And Hal Terrell (the man to whom it couldn't happen) has become engaged to Mary Hill.

Up the Ladder. Earl Harder believes that good fortune multiplies. Following his engagement, came news of his promotion to WNBC Program and Sales Service Manager. This vacated the top rung of the International Traffic ladder to which Charlie Mangano climbs. Mike Yahia moves from the newsroom to traffic, and Arthur Bruckman starts work in the newsroom.

Vacations. Carol Martin started the trek from typewriters to trees with a May vacation. While on the subject, Barbara Furth of Music has left to help her husband open a Resort Lodge at Lake Clear, New York. (Employee Services has information on accommodations.)

Globetrotter. Fred Bate shuttled between New York, Paris and Charleston, S. C., within the last month.

From the Fans. Walter Law received a handsome shillelagh from a contented Irish listener. This magnificent weapon calls the English Section to order every morning.

Local FBI. Mario Silveira and Mike Yahia tracked down a swindler in true movie style when an attempt was made to cheat Mario out of his long-awaited car. Sounded like a "Mr. D. A." script!

Welcome. Trudy Hesse, German Section secretary these many months, was never welcomed in this column. Which proves how often we simply accept the nicest things with no fanfare at all. Newcomers are Ben Baldwin in the English Section and Ken Smith who rejoins the Spanish Section. In the French Section, Pierre Perret is training another newcomer, Napoleon, a blue-shelled turtle.

LEGAL

Ginny O'Connor, who has so faithfully taken down every word that Pat King has uttered during the past three and a half years has left NBC. Rosemary Curley, Paul Lynch's secretary, is also parting company with us.

We welcome Ruth White from Personnel who is taking over as secretary to Charles R. Denny.

NATIONAL SPOT SALES

Our sun-tanned emissaries to the West Coast, Jim McConnell and Jack DeRussy, have returned to the fold with that "I wish I was back at the Top of The Mark" look in their eyes. We might mention that Dick (AM) Close and Jim (TV) Gillis did a fine job of department running in their absence . . . not one ball game in two weeks.

A bit delayed, but with much enthusiasm, we welcome Barbara

Barber into the department. Her arrival was brought on by the departure of Ann Pawlyshyn and the subsequent promotions of Marion Sheehan and Jane Shortway. We understand that when Marion became Jack DeRussy's secretary, a prominent member of the Advertising Department sent her a sympathy card and a beautiful white lily.

And speaking of Marion, while she was visiting friends near Albany she was taken to a local beer palace where there was a rather questionable floor show. Her escort introduced her to the master of ceremonies as Lt. Marion Sheehan of the New York Vice Squad. The result was that the club picked up the check, and a lot of customers went away unhappy about the floor show.

PERSONNEL

A cordial welcome to the two new members of Personnel, Florence Perry and Mary Morrison. Florence, an addition to the Records Section, has been with NBC for two years in the Radio Recording Department. Mary has joined the Placement Division to replace Ruth White who has moved upstairs to the Legal Department.

Jean Collins returned from her vacation in Bermuda with a tan and many tales. One exciting event was her participation in the Pathe News Film "Moonlight Fashions". Don Bogert's vacation trip through New England was disturbed by only three flat tires.

If anyone in the company has a floor loom, will he please get in touch with Helen Korday? At present she is weaving on a table loom, but feels she needs a larger model. Exactly what she is weaving is being kept a deep secret which will come to light around Christmas time.

Birthday cakes are the accepted thing on birthdays, but there was something exceptional about Henrietta Grice's. After a party at the office, Henrietta arrived home to find a cake baked especially for the occasion by her father and brother.



Mary Ruiz, *Press*, was the subject of Emmett Kelly's doleful and soulful concentration at a recent *Radio Executives Club* luncheon.

PRESS

Sunday, May 23, was the wedding day of Alton Kastner, column editor, and Peg Nichols, editor of *Movieland* magazine. That brings the number of Press Department weddings in the last six months to four.

Jack Zwillinger, wife Sue, and year-old Craig, spent their two-week vacation visiting Jack's mother in Coral Gables, Florida.

Sam Kaufman is the author of an article on television scheduled for release in the August issue of *Radio Mirror*.

Hank Moore, who has been apartment-hunting these past two or three years, finally has secured a permanent place to live, and in fashionable London Terrace, too.

PROGRAM

MUSIC—Music is adjusting to another shift in personnel. Louis Ames has resigned from Music Rights to head the music department of WPIX; Tom Gannon from the third floor library has come down to replace him in room 293; and Jean Dickey, the first girl to set up house-keeping in 373 for some time, replaces Tom. Jean comes from Baltimore. She has studied music at the New England Conservatory.



Peter Zaltantis has just received a \$25.00 check from the ABC program, *Stop the Music*. It was he who suggested that they use "Army Duff" as a contest number.

Annie Jockwig's third finger left hand is sparkling with a handsome diamond. She is going to marry Richard Muller, retired copper engineer, some day in the near future.

PRODUCTION-ANNOUNCING

At the helm of the newly created Operations Division of Production is Jim Kovach. Jim, a native of Cleveland, has had a life of varied experiences, but to him nothing as thrilling as his present assignment. Jim was formerly a Director of music and drama at Transylvania College, Lexington, Ky.; research engineer for Westinghouse; teacher of Radio Drama at Alfred Dixon Studios, New York, and singer in Fred Waring's Glee Club and the Olson & Johnson show, "Laffing Room Only". Joining NBC in 1946 as an Associate Director, Jim was promoted to a Director in January of this year after which he gained his present position.

One week after celebrating their 10th year with NBC, both Betty Scott and Bob Sosman were appointed Associate Directors.

Night operations welcomes to its staff John Curran, formerly of Guest Relations. That pleasant smile greeting visitors in Room 252 belongs to new member Lynn Hollywood, born in Newark.

Gloria Clyne waltzed to the altar on May 9, returning to her desk after a heavenly vacation.

Milton Katims conducted the premiere radio performance of our Don Gillis' "Portrait of a Frontier Town" on a recent NBC Symphony broadcast. Last summer Arturo Toscanini conducted the world premiere of the Texas' composer's "Symphony Five and a Half". Mr. RCA Victor, please record some of that Texas man's work.

Promotions to full fledged Directors were received by Messrs. Paul Harrison and Jack Kuney.

A poem from *Oak Leaves* suggests the ideal sign for Ed King's desk:

No fame I crave; before my eye
A simple goal I keep.
I hope just once before I die
To get sufficient sleep.

SCRIPT—Have you taken one of the joint NBC-Columbia University Graduate courses yet? If not, talk to script's new staffer Ernest Kinoy who speaks highly of the radio know-how in those courses and particularly praises the Advanced Script Writing Class taught by Assistant Script Manager Wade Arnold. In turn, Wade comments that during the four years he has taught the graduate extension class, he has been happy to see a number of students go on to win free-lance assignments around town. Hiring Ernest as the first former student to join NBC's staff is a great pleasure he shares with Script Manager Dick McDonagh, who, incidentally, recently purchased three Kinoy scripts, half-hour dramas of New York City life, for the new summer show, *Radio City Playhouse*.

SOUND EFFECTS — John Graw of Sound Set-up is pretty proud of the P.A.L. baseball team he manages. The team, called the Bluebirds, won 15 straight games, and gained the championship for the Bathgate precinct, the Bronx.

Jack Anderson has returned from a two-week vacation at Virginia Beach.

Helping Pat Rooney get married were John Powers and Walter O'Meara.

SUPERVISION — Peg Harrington submits the snapshot below as an excellent illustration of why she has become Mrs. Donald Kafka.

Walter Ehr Gott, Central Booking's Supervisor, doesn't believe in half-way measures. An inveterate theater-goer, Walt not only caught



Peggy Harrington Kafka, *Program*, and her husband Don on their honeymoon in Oskawana, N. Y.

"Mr. Roberts" and "Sally" on opening nights, but made a special trip to Philadelphia for the preview of "Inside U.S.A." Most of us have thrown away *Variety*—we just ask Walt.

Virginia (Mimi) Brown will be married June 19 to Jim Crawford at the Madison Avenue Presbyterian Church. They plan to honeymoon in Delaware.

PUBLIC AFFAIRS & EDUCATION

Jane Percival, who has left NBC to get married, was successfully and pleasantly deceived by her fellow workers in the Public Affairs and Education Department. On her last day at work everyone very seriously told her good-bye. A little later, when she appeared "by appointment" at the Louis XIV restaurant, she was amazed to find them all waiting there to give her a farewell party.

Hildegard Tamm is Margaret Cuthbert's new secretary. She came to NBC by way of New Hampshire, Indiana and New York. En route she went to Indiana State Teachers College and New York University. She has worked in an advertising agency and has been a free lance copy writer.

In May Dr. John W. Studebaker, U. S. Commissioner of Education, appointed Sterling W. Fisher a member of the Federal Radio Education Committee. Mr. Fisher has also been elected a member of the Governing Board of the American Association for Adult Education.

RESEARCH

Last month, H. M. Beville, Jr., bossman of Research, addressed the AMA Radio Luncheon Group on the topic, "How Much Do We Know About Today's Television Audience?" According to Secretary Charlie Squires, about 200 people attended, making that the record turnout of the year.

We are glad to welcome Emily Ayling and Ann Culbert into the gang. Emily hails from Bronxville,

and before joining Ken Greene's section, worked for Eastern Airlines and C. E. Hooper. Ann Culbert, now in Planning and Development, moved down from Personnel. Ann attended St. Joseph's College for Women in Brooklyn.

The gals of the department tossed a female stag party at the Hotel Taft for Penny Drossos who was married Sunday, May 16. The department gave Penny a silver service tray and a bunch of posies.

The May 14 issue of *Printers' Ink* carried an article by HMB and Ken Greene, titled "A New Look at Radio Audience Measurement". The article was also part of a presentation written and submitted by Ken to the AMA for participation in the 1947 AMA award for Leadership in Research.

The Research Department's bowling team, consisting of Ken Greene, Howard Gardner, Bob McFayden, John Marsich and Ed Birsner, ended its first year as a team with a remarkable record. The boys fought their way to second place, and on the last night played Controllers for top honors. Although Controllers won, they were warned to keep practicing all summer. Next year, Research plans a different ending to the season.

The quiet character known as Dean Kearsch left the department last month to join Remington Rand Sales. Not only was his training at NBC of help to him, but his special training in Pat Kelly's announcing class landed him a PA announcing spot for the Cedarhurst Baseball Team. Add this to the expectations of another little Kearsch and you've, I mean, *he's* got something.

STATIONS

STATION RELATIONS — Miss Cinda Jane Lyford made her debut with the Kindergarten Ballet last month. Buck Lyford, the proud Dad, will be glad to tell you all about it.

Muriel Morgan and Bill Kelley have brought a bit of the Press Department into Stations, having just completed the NBC Publicity course—which they highly recommend—under Syd Eiges.

The flock has returned to the coop. Messrs. Woolley, Hickox, Murphy and Adams are back from the coast, looking wonderful. We palefaces are trying to ignore the California tans, but it's mighty hard. One thing, though. We wonder if Easton Woolley will tell us why razors aren't sold in Cal. Elizabeth McNamara had a terrible time getting his razor to him via Mr. McConnell's suitcase.

Lillian Svenningsen (that's Norwegian) is the newest addition to Station Relations. Her boss, Joe Merkle, is sending out a memo to all male employees of NBC outlining the plans of her coming marriage in September.

Norm Cash has two private waste paper baskets in his office at present. One is reserved for cigarette butts alone! That bird with the long legs is hovering close to the chimney top of the Cash residence.

TRAFFIC—Pierre Hathaway, formerly of NYTO and currently of WTAR, Norfolk, was in to visit his old boss, Jack Hilton, recently.

A. M. Caramore recently ran into two other ex-NYTO-ites, Katie O'Connor and Hannah O'Connell, at a lecture on politics.

New parents Russ Strebel and Walt Wiebel invited some of the gals to their homes to see their respective offspring. Elaine Hollywood, Kay Collins and Peg Conroy (now of Engineering) visited Russ. They had such a good time chatting with his wife that it was quite late when they left. To hear Russ tell it, the girls wouldn't take the hints he threw about the late hour. According to the girls, they were having such a good time that they never even noticed the clock. Now Walt is wondering if it would be a good idea to have them in to see his baby. Incidentally, they did see Susan Irene Strebel, and she is a darling.

TELEVISION

The welcome mat is rolled out again this month for Hal Boch who left sunny Hollywood for New York's newly acquired tropical climate. Tele-Engineering welcomes Michael T. Rosar, while Tele-Program greets Helen Jean Bartlett and Betty McCabe. Elton Dublin joins the Film Division and Bill Farrington, Production Facilities.

In case you didn't know, Tele-Sales has moved again — to 412 where, for the first time in three years, it enjoys windows, with a lovely view of 49th Street and an equally nice view of Network Sales. Tele-Advertising and Promotion has moved down into 217.

On a tour of the complete Television Department, we couldn't help but notice Mary McCarthy tearing her hair out about tickets, Pat Gray's engagement ring, Doug Rodgers' two-fingered typing, and Ann Bachner's absence. She has left the company to join that agency upstairs, N. W. Ayer.

WNBC

After attending the NAB Convention in Los Angeles, Jim Gaines took an extended tour of the West Coast, during which time Tom McFadden managed operations here at WNBC.

In addition to the personnel changes reported elsewhere in *Chimes*, WNBC's Dottie Steele has left to devote all her time to keeping house. To take her place, Account Executives Gannon and Warren have inherited Audrey Kasperan from the Stenographic Department.

MUSIC KEEPERS

(Continued from Page 3, Column 3)

to a studio here in New York or to one in San Francisco.

As a rule the library can meet any request. If it cannot because the music isn't available, the job of getting it goes to Frank Heffer who does the purchasing for the Music Division. When staff conductors or singers want a new arrangement or fresh treatment given



Phebe Crosby, left, and Jane Roane, right, keep music accurately catalogued. Frank Heffer buys music for the library.

to a number, Bill Paisley assigns the work to an arranger, and it is done in short order.

Today's radio music library would just limp along if it didn't have row on row of record stacks. Right above the main music library is NBC's collection of 25,000 popular and 3,000 classical records. It is presided over by Jack Beecher, a young man who has lived on a diet of jazz records from which he has digested an infinite amount of knowledge about popular music, band leaders, their style and the recordings they have made. By coming to NBC, Jack simply transferred himself from a collection of 500 records at home to the larger collection in the Music Library. Play only a few bars of a record, and he calls the band. When a record requested, say for the *Norman Brokenshire* show, isn't available, Jack can come up with a substitute which slides right into the mood of the program.

The huge files that house the precious scores and parts used by the NBC Symphony are under the surveillance of Jimmy Dolan. He prepares the folders for each of the players in the orchestra after editing the scores, and having the string parts marked for bowings. Although a fine violist, Jimmy has made music librarianship his life's work. Before coming to NBC in 1942 he had been librarian for the Miami Symphony, Arthur Fiedler and the Boston Pops, and the New England Conservatory. He is so adept at reading scores that he has detected many errors in standard published works. Jimmy remains in the wings at all rehearsals and broadcasts of the Symphony to be

right on the scene the moment something goes wrong on the orchestra stage.

Besides housing standard current published works, the NBC Music Library contains many collectors items. Among old popular song copies are several that were published before the gay nineties, some as early as 1850. One object of pride is an original published orchestral set of Tchaikovsky's *Pathétique* Symphony which was sent to Dr. Damrosch in 1890, at the request of the composer. Among records, some by Paul Whiteman, Ted Lewis, Louis Armstrong go back 25 years.

A glance at the card index file will tell anyone that this is no ordinary library. Here is music about every phase of daily life on earth and beyond. A complete musical museum of natural history could be established—plant life, bird life, animal life. Every animal that can be found in the Bronx Zoo—and some that can not—is listed. Medical science also seems to have inspired music. To prove it, the music keepers will select a card titled *Anatomy*, go to the copy files, and pull out "I've Got You Under My Skin".

NEW KINESCOPE RECORDING SYSTEM

(Continued from Page 1, Column 2)

stations not inter-connected by coaxial cable or microwave relay. Despite the fact that actual network facilities will not be available for some time, coast to coast television becomes a reality with the kinescope recordings. This system will be premiered this month when Life Magazine presents highlights of the national political conventions on the NBC Television network.

BUYING GRADUATION GIFTS?

Here's one that won't cost you a cent, and we're willing to bet that it will be one that your eager young friends in the class of '48 will rate tops. We mean, of course, a job referral to NBC.

NBC always enjoys extending a welcome hand to friends of its employees. So on the day when the boys and girls you'd especially like to do something for are receiving their diplomas, tell them that there are job opportunities in your company for beginners as junior secretaries, typists, pages and guides.

Send them to the Personnel Office in Room 505, or have them call Ext. 363 to make an appointment for an interview.

NBC TO INTEGRATE ITS CODE WITH NEW NAB CODE

(Continued from Page 1, Column 3)

In making his announcement, Mr. Trammell expressed gratification with the new NAB code and predicted that the standards of practices for the industry "will continue to be improved." He declared, "The National Broadcasting Company has long wanted such a new document. At their first annual convention in Atlantic City last September, NBC and its affiliated stations took the leadership in urging the adoption of even more stringent voluntary regulations than those approved by the NAB board.

"The action of the NAB is surely a step in the right direction, and I am confident that now the industry has a practical and living document to guide it, the standards of practice will continue to be improved."



Stork Talk



Marcia Cooper is the lovely baby daughter of Art Cooper, Sound Effects.

To Peter Tintle, Guest Relations, a son, Peter Ellis, on April 27. Weight: 7 lbs., 14 3/4 oz.
To Carl Cannon, Advertising and Promotion, a daughter, Lista, on May 8. His second child.
To Gerard Schneyer, Radio Recording Engineering, his first child, a son, on May 9. Name: Gerard, Jr. Weight: 8 lbs., 9 oz.
To Ernesto Foregger, International, a boy, on May 12. Name: Richard. Weight: 7 lbs.,
To Howard Eitelbach, on May 21, his third child, first daughter. Name: Christine. Weight: 7 lbs.
To Sydney H. Eiges, Press, a boy, Mark Robert, on May 28. Weight, 8 1/2 lbs. His second child, first son.
To Roy Moffett, Engineering, his third son, Roy Patrick, on May 30. Weight, 7 lbs., 9 oz.

EXCHANGE CORNER

FOR SALE — A Dazor Floating Fixture fluorescent work bench or drawing board lamp. 20" single tube. \$8.00. Ext. 572.

WANTED—A 1946-48 car in good condition. Will pay cash. Joan G. DeMott. Ext. 602.



The new Ten and Twenty Year Club Members. Front Row, l. to r., Louise Hanley, A. Walsh, Beulah Jarvis, D. Shultis, S. Varley, C. Clayton, T. Hahn, N. Trammell, who inducted the new 20 year members, E. Prince, L. Looney, F. Rojas, C. Bennis, G. Sellar, E. Sangas, A. Thomson, Madge Boyton, Helen Kellie, E. Hitz. Center, l. to r., J. DeMaio, T. Tart, W. Myers, G. Nixon, F. Wankel, Lewis Lane, R. Davis, T. Clements, G. Hastings, Loyal Lane, R. Teichner, R. P. Myers, A. Schneider, J. R. Myers. Back Row, l. to r., A. Horine, R. Sosman, W. Carson, W. Buschgen, H. Pietsch, R. Burholt, A. Rhodes, W. Scott, C. Phelps, F. Somers, J. Petit, R. Paradis, D. Bogert, H. Flood, T. Knode, T. Bennett.

HELEN DAVIS, MICHAEL BOLAND '48 BRIDGE CHAMPS

Tourists to NBC, enjoying the notion that anything can happen in radio, were not at all surprised to find a duplicate bridge tournament being played in 3G on Tuesday evenings. The only thing our NBC-AA bridge players hope is that the GR guides sufficiently impressed the visitors who peered down on them from the observation balcony with the tale that there, at least once every bridge session, a slam bid, doubled and redoubled, was made. Declarer vulnerable, of course.

Summer tourists, however, will miss this sidelight on NBC activities. After thirteen bi-weekly sessions, on May 18, the 1947-48 NBC bridge season ended.

When the best eight of thirteen games had been computed, Helen Davis, International and Michael Boland, Controllers, had tied for high season average of 62.25. Both champs have had their names added to the Frank E. Mullen Bridge Trophy and, in addition, received individual silver trophies.

At the final session these two NBC "Masters" split the first and second prizes of \$20 and \$10 respectively. Percy Smith, Continuity Acceptance, whose season average was 61.39, won third prize of \$5.00.

Valiantly surviving ruffs and squeeze plays, Ken Derby and Joan Tito were each awarded a money clip for their low average of 42.12.

Other tournament players were Margaret Riebhoff, 59.07; Rita Chalas, 57.19; Al Saunders, 52.73; Jeanne Conkey, 51.48; John Dougherty, 51.48; Mildred Schmidt, 46.20; William Kellner, 44.85; Irene Thorner, 44.32.



Helen Davis of International and Michael Boland of Controllers are this year's winners of the Frank E. Mullen Bridge Trophy. Mr. Mullen presented both bridge champs with individual silver cups.

NBC BOWLERS CELEBRATE SEASON'S END AT BANQUET

At 9:01 on the morning after the NBC-AA Bowling Dinner, *Chimes* had its first enthusiastic caller — "Say, that party we had last night was the best I've ever been to." A few minutes later came the second, and then a third—and so on far into the day.

Investigation revealed that the evening had made a promising start about six o'clock with cocktails in the South Village Room of the Hotel Taft. A few hours later 69 banquetting bowlers were relaxing over coffee and cigarettes and watching the 1947-48 champs take their bows.

The final three games of the season on May 13 had established the Controllers team at the top of the League with 82 games won. For their bowling prowess AA president Paul Rittenhouse awarded gold tie clasps bearing a bowling emblem to team members Vincent Carey, Bob Burholt, Les Vaughan, Al Reibling, Joe Kent, Hamilton Robinson, and Joe Fuller. Identical tie clasps in silver were awarded to the Research team who placed second by winning 77 games.

Prizes for high individual average were awarded to Bob Burholt,

173; Vincent Carey, Bill Bork, Frank Heitman, and Les Vaughan; for high series to William Hotine, 641, and Don Meissner; for high game to Neil Knox, 267, and Michael Morreale; to Ted Nolen for bowling three 200 games in one night.

Sterling silver earrings were presented to Gremlins Mary Beebe, Joan Hansman, Helen Walker, Mary Ruiz, Joan DeMott and Helene Schuck, top women's team.

Joan DeMott led the girls for high series, 550, and high game, 212. Other individual honors were won by Anne Surowitz, Mary Ruiz, Mary Beebe and Margaret Reibhoff.

George McElrath was elected chairman for the coming season, and Mary Ruiz appointed secretary.

Business meeting and prizes out of the way, the bowlers proved themselves as agile on the dance floor as on the bowling alley. Music was furnished by a "disk jockey" from the Engineering Department.

Joseph Kent, 1947-48 chairman and secretary of the league, and member of the winning team must accept responsibility for the great success the party was.

summer health hints



June-June-June! All of July and August stretching before you, and you're daydreaming about the wonderful times you had last summer. Forgotten is the night following a day at the beach when you woke shivering and burning up at the same time, and you couldn't wiggle a toe without groaning. Out of mind is the price you paid for exploring your favorite mountain — no one recognized you for the two weeks you walked around hiding behind calamine lotion.

Sorry to bring you out of your reverie, but you can have more fun this summer than last if you just remember a few painless details. DON'T try to get brown as burnt toast in one weekend. Cover yourself with clothes rather than suntan lotion. After you've sunned yourself, use a soothing cream such as noxzema or unguentine. Sunburn isn't the worst that can happen. Stay out too long, and you run the risk of sunpoisoning, sunstroke, or heat exhaustion. LEARN to recognize poison ivy. Then stay clear of it. If you do get into it, wash yourself thoroughly with a strong alkaline laundry soap. For a severe case, see a doctor. Even the smoke from a fire where poison ivy or poison oak is being burned is poisonous. DRINK plenty of water when the temperature soars and stays there. Eat plenty of salt on food. For employees who perform manual labor or who perspire excessively, salt tablets have been placed throughout the company. They may be taken once every four hours to avoid heat exhaustion.



The Gremlins are winners in any league. L. to r., Helene Schuck, Press, Mary Beebe, Engineering, Mary Ruiz, Press, Helen Walker and Joan DeMott of Controllers, and Joan Hansman, Research.



A happy trio—Joan DeMott with Joe Kent, retiring chairman and George McElrath, chairman elected for the 1948-49 season.



Bowling champs. Standing, l. to r., Hamilton Robinson, Treasurers, Al Reibling, Television, and Bob Burholt, Controllers. Seated, Les Vaughan, Vincent Carey, and Joe Kent of Controllers.



Chimes

NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

JULY • 1948

VOL. 6 NUMBER 5

TOM McFADDEN WNBC MANAGER AT 31

Started as Page 14 Years Ago

A month ago Tom McFadden became Manager of WNBC after fourteen years with NBC and at the age of thirty-one.

Tom came to NBC one Friday the 13th in 1934—and, so he says, the 13th has been his lucky day ever since. A year in Guest Relations proceeded smoothly except for one event, which he still shudders to recall, when he carried unflinching obedience to orders so far as to keep even NBC's then Executive Vice-President, R. C. Patterson, from entering a studio. Firmness—or maybe it was the date—was rewarded. Along came another 13th and he got his first raise; then another, and he was elevated to copy boy in the newsroom.

With the *Von Hindenburg* disaster came the turning point in Tom's newsroom career. Alone in the newsroom when the flash came, he obtained air time and broadcast the
(Continued on Page 2, Column 3)

TELEVISION TRAINING PLANNED FOR NBC AFFILIATED PERSONNEL

On August 2, the first class in NBC's Television Training Program, recently inaugurated for the benefit of its affiliates who are in, or planning entrance into television, will be held here in New York.

The program offers key personnel from the network's affiliated stations an opportunity to learn Program and Engineering techniques which will be of value to them in setting up video activities at their stations. The course is limited to Station Managers, Program and Production Managers, Chief Engineers and their assistants.

Three weeks, totaling 120 hours of instruction will be given in on-the-job training, conferences and classroom lectures. Certificates will be issued to all trainees who complete the course.

(Continued on Page 3, Column 1)

CHARLES R. DENNY ELECTED NBC EXECUTIVE VICE-PRESIDENT; GUSTAVE B. MARGRAF NAMED VICE-PRESIDENT AND GENERAL ATTORNEY



Charles R. Denny



Gustav B. Margraf

NBC TELEVISION FEATURES SERVICE FORMED

Russ Johnston, Director

The NBC Television Features Service was created last month as a division of the Television Program Department.

Russ Johnston, formerly a vice-president of McCann-Erickson was appointed Director of the new operation. N. Ray Kelly who has been Administrative Assistant to the Director of Television Operations has been named Assistant to Mr. Johnston.

Mr. Johnston, who assumed his new duties July 1, will serve as liaison between NBC and Jerry Fairbanks, Inc., in the production and procurement of film for television. He will direct the distribution and sale of film features to the NBC affiliated television stations. In addition, the sale of NBC's Live Feature Service programs will be incorporated in the new division under Mr. Johnston's direction. He will also work with the Stations and Sales Departments in expanding and expediting the network's service to its affiliates by means of coaxial cable, radio relay, video-recorder and film.

Joe Milroy, Frank Lepore, Beulah Jarvis, Film Acceptance Editor, Victor Borsodi and Margaret McGlynn have been transferred to the Television Features Service.

STATE DEPT., NBC ENTER NEW INTERNAT'L PROGRAMMING CONTRACT

On July 1, NBC entered into a contract with the State Department which provides that on October 1, 1948, the Department will take over the international programming functions formerly conducted on its behalf by NBC.

In making the announcement, Niles Trammell, NBC President declared, "This is in accordance with NBC's position that responsibility for 'Voice of America' programming should be centralized in an agency of the Government.

"This contract also provides that during the interim period from July 1 to September 30, 1948, NBC will continue to supply the State Department with programming services for international broadcasts, but the State Department is to be solely and exclusively responsible for the final form and contents of these programs. . . .

"In connection with its plans for staff expansion, the State Department has indicated that it will give prior consideration to the personnel of the companies who have been engaged in programming 'Voice of America' broadcasts.

(Continued on Page 3, Column 3)

Charles R. Denny, Vice-President and General Counsel of NBC since last November 15, was elected Executive Vice-President at the regular monthly meeting of the Board of Directors on July 2.

Mr. Denny takes over one of radio's top posts, that of General Manager of the nation's No. 1 network, at the youthful age of 36.

Gustav B. Margraf, in charge of the Washington office of Cahill, Gordon, Zachry and Reindel and legal representative of NBC in Washington since 1942, has succeeded Mr. Denny as Vice-President and General Attorney. Mr. Margraf, who is 33, has represented NBC at many important hearings before the FCC and other governmental bodies in Washington.

David C. Adams, NBC Assistant General Counsel, has been appointed Vice-President and General Attorney for RCA Communications, Inc.

Mr. Denny joined NBC last fall shortly after resigning as chairman of the Federal Communications Commission. After being graduated from Amherst and Harvard Law School, Mr. Denny practiced law in Washington from 1936 to 1938. For the next four years he was in the Lands Division of the Department of Justice, becoming chief of the appellate section before joining the Federal Communications Commission as assistant general counsel in 1942. He was elevated to general counsel in the same year. In this post he conducted many hearings on questions concerned with radio broadcasting, television and communications. In March, 1945, Mr. Denny was appointed a member of the Federal Communications Commission and served as chairman from February, 1946 to October, 1947.

Mr. Margraf is a graduate of Southeast Missouri State Teachers College and Duke University Law School. He became associated with the law firm of Cahill, Gordon, Zachry and Reindel in 1939 and was placed in charge of the Washington office in 1942.



WINIFRED M. CARTER, *Editor*

STAFF

Don Foley—*Adv. & Prom.*
 Kay Henderson—*Cont. Accept.*
 Joan G. DeMott—*Controllers*
 Hal McConaghy—*Engr., Air Cond.*
 Gordon Strang—*Engr., Aud.-Vid., Facilities*
 Ed Watkins—*Eng. Empire State*
 Vincent Genzardi—*Engr. Maint.*
 Ed Stolzenberger—*Engr. Master Control*
 Mary Bell—*Engr. Recording*
 Willard DuBois—*Engr. Studio & Field*
 Mel Stickles—*Bound Brook*
 Bill Haerer—*Port Washington*
 Mary Heller—*General Service*
 Cal Wheeler—*Gen. Ser.-Mail Room*
 Jo DiMarco—*Gen. Ser.-Steno.*
 Jeanne Conkey—*Guest Relations*
 Rosemary Pfaff—*Information*
 Eileen Tobin—*International*

Elizabeth Moloney—*Legal*
 Bud Soden—*National Spot Sales*
 Fran Barbour—*Network Sales*
 Agnes Sullivan—*News & Sp. Ev.*
 Betty Smith—*Personnel*
 Roselle Hubel—*Press*
 Robert Wogan—*Program—Announcing & Production*
 Phebe Crosby—*Music*
 Tom Adams—*Script*
 Frank Loughran—*Sound Effects*
 Pat Gormley—*Supervision*
 Hilda Watson—*Public Aff. & Ed.*
 Marilyn Costello—*Radio Recording*
 Willard Zurflieh—*Research*
 Marion Lucas—*Station Relations*
 Kay Collins—*Traffic*
 Rose Sheeky—*Television*
 Ernestine Thomas—*Treasurers*
 Betty Michaelis—*Treas.—Pur.*
 Marjorie Hutchison—*WNBC*

A MESSAGE FROM THE EXECUTIVE VICE-PRESIDENT

This space in *Chimes* affords me the welcome opportunity to greet all my associates in NBC and to voice my gratitude for the many expressions of good will I have received from them.



Charles R. Denny

It is a real experience to be part of an enterprise which renders a major social and economic service to the entire nation. Nothing could offer a greater challenge to our minds and hearts, than the great developments we face in television, in the progress of electronics, in the fusion of radio services to bring sight and sound into every American home.

It's good to be on a team which drives towards such inspiring objectives. Apart from the technical knowledge and professional competence of the leaders and members of this team, I find a constant satisfaction in their unfailing spirit of friendly cooperation.

After all, it is not the steel towers and air-conditioned studios and miraculous gadgetry that has given NBC leadership on every front of the broadcasting art and industry. It is *people*. And the better I get to know the people of NBC, the clearer become the reasons for their success.

We are all fortunate to belong to an organization which allows for the expression of so many talents, skills and arts. With all that has been achieved, radio's future is greater than its past. We stand on the threshold of new opportunities. I know how faithfully and with what zeal you will tackle the job that lies ahead. I am proud and happy to be here and to have the chance to work with you.



(Left) Turning back to 1934, page Tom McFadden gives a sound effects demonstration for visitors to the new NBC studios. (Right) Tom today, as the recently appointed Manager of WNBC.



TOM MCFADDEN WNBC MANAGER AT 31

(Continued from Page 1, Column 1)

bulletin. His quick thinking won him the job of covering the story for NBC, and a "scared kid" of nineteen, Tom began his first news assignment with a police escort to Lakehurst.

Perhaps his tightest squeeze came, when alone in the newsroom one evening, an unconfirmed news report, but one from "reliable sources", stated that Edward VIII would abdicate at ten the next morning. The country had been waiting for the news. Tom crossed his fingers and broadcast it. He'll be forever grateful to England's ex-king for abdicating promptly on the dot of ten the next morning.

In 1938 and 1939 Tom served as vacation relief news writer and news caster over WGY, Schenectady, and WRC, Washington. On

Pearl Harbor Day, he entered the Navy as an ensign and was stationed in New York. Contrary to a popular notion about the Navy, Tom had to join the Army to see the world. He resigned his Naval commission, joined the Army as a private, took flight training and was commissioned as pilot—on December 13, 1942. He served in the African and CBI theaters and became a captain before returning home on June 13, 1945.

Tom returned to NBC, resumed his duties in the newsroom until named News and Special Events Director of WNBC in April, 1946. A year later he became Assistant Manager of the station and this year on June 15, Manager. Missed by two days, didn't he? Oh well, the 13th was on a Sunday.

THE NBC SALARY PLAN

II. Keeping Job Classifications Up To Date

To make the Salary Plan live up to its purpose, job classifications and salary ranges for each job in NBC must be kept current, each properly aligned with other jobs in the company and with similar jobs in other companies.

Adjusting the NBC Salary Plan to conditions outside the company is a two-fold job. First, NBC regularly participates in surveys and salary studies which are conducted by other companies and personnel research organizations. Second, NBC itself conducts at least one general survey a year to determine the current salary rates in other companies — the average hiring rate and average maximum salary for the job classification, and the average salary paid for each job. Often special surveys are necessary. For instance, jobs that are peculiar to the radio industry are covered in surveys conducted among the broadcasting companies only.

The Personnel Department is continuously reviewing current sal-

ary surveys to insure that NBC is following its policy of paying salaries equal to or above those paid by other companies for comparable work. When and where the surveys indicate the need, the Personnel Department recommends that job classifications be changed to bring them into line.

Now, what about changing conditions *within* the company. Suppose a job increases in responsibility, in physical effort, or suppose more money or additional confidential data is handled in a job. Such items as these would increase the value of the job to the company. Consequently, it is necessary that jobs within the company be constantly reviewed and studied.

Changes in job classifications may result from, first, a supervisor's request that the Personnel Department restudy certain jobs; second, an employee's request to his supervisor that his job be studied for reclassification; third, the continuing study by the Personnel Department.

(Continued on Page 8, Column 4)

NBC ON THE SCENE AND BEHIND THE SCENES AT THE REPUBLICAN CONVENTION



Ross Miller, Burke Miller, Carleton D. Smith, Dir. of Television Operations; Noel Jordan in control booth at Convention Hall.

For NBC, the Republican National Convention had been the scene "of the most elaborate and thorough reporting job ever devoted to a single event by a single organization," according to William F. Brooks, NBC Vice-President who has been in over-all charge of convention coverage.

To do the job, NBC had shipped to Philadelphia 15 tons of engineering equipment and a staff of 200 specialists, about 75 of whom worked exclusively on television. Big problem had been finding hotel rooms. NBC men were finally scattered all over the city in seven hotels and a U. of P. fraternity house.

Exclusive was the word for NBC television which among many exclusive interviews added to NBC television history the first press conference (Gov. Dewey's) ever televised and the first barber chair political discussion between shaver and shaved (Alex Dreier).

At high point of the convention NBC-Life television engineers, secured with lifelines, scaled the tiled, slanting, wind and rain-swept roof of the Bellevue-Stratford Hotel to rescue a parabolic antenna which had blown over during a severe storm, putting out the micro-wave picture.

All hands and equipment safe, convention weary NBC men had only two weeks' respite before putting the Democrats before mikes and cameras.



Ad Schneider, News, liaison between NBC and Life at the convention, Gov. Dewey, and Niles Trammell, NBC President.



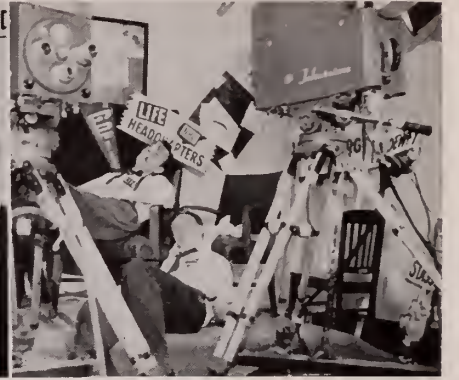
Alfred Jackson, back to camera, who was in charge of all NBC's mobile television crews in Philadelphia, F. A. Wankel, who was responsible for the video engineering installations, and Doug Rodgers, television director.



Working on pre-convention broadcast, Elizabeth Morrison, Television, Agnes Sullivan, News, and the newsmen, Richard Harkness, John Cameron Swayze, Ed Wallace, and, backs to camera, Bob Trout and H. V. Kaltenborn.



Ben Grauer and John Cameron Swayze who, out of the 54 hours NBC devoted to television coverage, appeared on more than 20 hours of programs and provided commentary from the floor for most of the remaining 30.



No nightmare this, but a few minutes of peace and quiet between television programs—time enough for television engineers Allan Henderson and Bob Daniels to catch forty winks.

ALTON KASTNER HEADS PRESS MAGAZINE DEPARTMENT

Alton Kastner, NBC Press Department Column Editor, has been appointed Magazine Editor. Mr. Kastner will continue as Column Editor, supplying and coordinating NBC information to radio columnists and editors throughout the country. He succeeds Jim McLean who resigned from the company to establish his own publicity office.

Mr. Kastner came to NBC in 1939 as a staff and magazine writer. After serving in the Navy from 1942 to 1946 he rejoined the Press Department in the magazine section and in November last year was appointed Column Editor.

TELEVISION TRAINING

(Continued from Page 1, Column 1)

The first course will be given from August 2-20, and the second, October 4-22. If sufficient interest is shown, it is planned to give the course at two-month intervals.

NBC-ARMY SIGNAL RESERVE UNIT BEING FORMED

NBC's former army officers and GI's have been requested by the Department of the Army to form a Mobile Radio Company in the Signal Corps Reserve. The unit which would broadcast information and propaganda is to be made up of 20 officers and 142 enlisted men. As a military group it will have the advantage of being composed of men who know each other and who work together every day at their jobs at NBC.

Bill Buschgen, National Spot Sales, a Captain in the Signal Corps Reserve, has been charged with organizing the reserve unit.

Twelve reserve officers have joined the group, giving it the quota of officers required for it to be recognized as a Type C Unit. Complete officer strength will be obtained as soon as Capt. Buschgen receives authorization to put through several applications for commissions filed by former enlisted men.

\$150 PAID FOR SUGGESTIONS IN JULY

A total of \$150 was awarded for eleven winning suggestions this month. Louis Zangaro, Traffic, awarded a \$50 bond, was top man.

Three \$15 awards were presented to Laverne Heuer, Research, Gilbert Wohl, General Service, and Samuel Monroe, Program. Joseph Branagan, Traffic, Michael Morreale, Engineering, Jack Barefield, Radio Recording, and Margaret Harrington, Program, were awarded \$10.

David Smith, Guest Relations, Ruth Jeffers, Research and Dorothy Mackie, Research, each won \$5.00.

STATE DEPARTMENT

(Continued from Page 1, Column 3)

ered by the contract, the volume of international broadcast programming is to be generally curtailed, so that greater emphasis can be placed on supervision and program review."

OPPORTUNITY KNOCKS TWICE

Twice each year NBC employees not already enrolled in the Blue Cross Hospitalization Plan are given the opportunity to obtain for themselves and their families this protection against medical and surgical expenses.

This week this desirable opportunity is knocking for the second—and last—time this year. Enrollment in the plan has been re-opened for the NBC group. At the same time it is possible for those who have enrolled to make changes for other types of coverage.

Enrollment cards and information about the plan have been distributed to everyone not enrolled. Any questions on hospital and surgical benefits may be answered by a call to Employee Services, Ext. 461.

ADVERTISING & PROMOTION

For the people in Advertising & Promotion this has been a month of

Celebration—For her distinguished thesis, Marion Stephenson was awarded the Marcus Nadler Key at the commencement ceremonies of New York University Graduate School of Business. This is the first time the key, given for outstanding work in the field of finance, has been awarded.

Conventions — Lucy Towle has returned from Atlantic City where she represented NBC at the National Convention of Librarians, and where her persuasive salesmanship put NBC on the list of best sellers.

Coming and Going—Carol Moran came back from Happy Acres in Connecticut with a case of laughter's cramps. Murlin Hawley is on a month long cross-country trip to California, Washington, and the great Northwest. And Jack Snow, writer of the clever, ingratiating, recently-released promotion piece *How To Cook a Dragon*, hopped on his pogo stick to vacation in his old home town, Dayton.

Really Going — is Aneita Cleary who plans to be married next month. Aneita leaves after seven years with NBC, the last four as Manager of A & P's Production Section.

CONTROLLERS

One of the Joans in our department suffered a few embarrassing moments one day recently. While sitting in the lobby of the 6th floor, talking to Hugh McGeachie, she

It happens at NBC

happened to glance down at her left foot and noticed that she had on her black suede shoe. "Funny", she thought, "I was sure I'd put on my patent leather shoes today." However, with her mind on the conversation, she thought no more of it. A few minutes later she crossed her feet, and there on her right foot she saw a patent leather shoe. Startled, she viewed both feet together. It was true. She hadn't been seeing things. She was wearing *two different shoes*.

Eleanor Gardella has returned to work minus her appendix. We're glad to see her back.

ENGINEERING

AIR CONDITIONING—After fourteen years on the night watch, Gus Zelios has requested day work. The boys have donated him a pair of sun glasses.

Hal McConaghy has caught two swarms of bees this year, only to be well stung by his pet colony. Result was one closed eye.

FACILITIES—A number of stars have been added to the service flag in 517 for people who have gone forth to the Battle of Philadelphia. Among those at the front for the political conventions we list: George McElrath, Overall Commander of Engineering; Frank Connolly, with the shocktroops installing equipment; Bill Resides, Short Wave Specialist; Jerry Hastings, performance of audio equipment; and Dave Moloney, supervision of installation.

While we are mentioning absentees, we note that vacations have taken Don Castle and Mary Cregan.

Other empty chairs belong to Joe Costello who is 5,000 feet in the air working on the FM transmitter in Denver; John Seibert and William Patterson who are also high altitude men working on television and FM transmitters on top of Mt. Wilson near Los Angeles.

PORT WASHINGTON — Word from Vincent Barker, former Assistant Station Engineer, now owner and operator of WFRL, Freeport, Ill., indicates that Vince is doing very nicely for himself. He is also active on the "ham" bands.

George Graham, present Assistant Station Engineer, is now enroute to California on vacation. Last heard of in Tulsa. A few days prior to his departure, George achieved the culmination of four long years of very hard work by graduating "cum laude" from Hofstra College with a B.A. in Physics. He has been elected to three honorary fraternities. At the same time his son completed his freshman year at the same college. During the past four years, George's extra-curricular activities consisted of his very ably holding down his duties as a Development Group Engineer, and as an Assistant Station Engineer at this station during the past year. He intends to continue his studies through the Master's Degree and ultimately attain his Ph.D.

RADIO RECORDING — Don Axt joined the ranks of happily married men on May 15 when he married Gloria Behrend of Englewood, New Jersey. Don is the boy who can tell us with a glance at his complicated wall chart just where every master is or in what stage of processing it is. Gloria is one of John Roberts Powers' young lovelies. After a simple church ceremony, Don and his bride honeymooned in a cottage on Connecticut Sound. They are living in Tenaflly, N. J.

Virginia Anthony is again spending her weekends on her farm in the Lehigh Valley of Pennsylvania. She comes back each Monday with happy reports about the progress of her vegetable garden or the number of jars of wild strawberry jam that she has put up. The jam sounds wonderful, but sidestepping copperhead snakes while picking the strawberries is not one of our ambitions. Any Monday now we expect to hear that the AC line has been put in and is running up kilowatts. Virginia is a little tired of candle and kerosene lamp light.

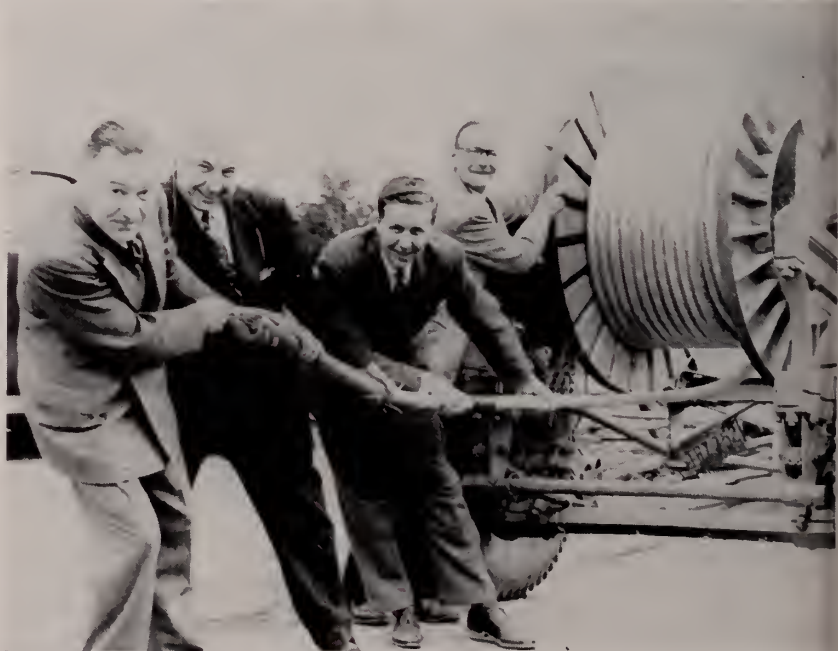
Jerry Schneyer has been loaned to us by Network Studio Engineering to give us a needed hand while Neal McCarroll is in Philadelphia, helping to engineer the many remotes emanating from that spotlighted city.

GENERAL SERVICE

MAIL ROOM—In the last minute rush before vacation, this column was almost forgotten. In fact, it was written "in flight" on a plane enroute to Montreal, Dick Welsh and yours truly Cal Wheeler leaving a few minutes before the cops



During recent weeks O. B. Hanson, Vice-President and Chief Engineer, and Raymond Guy, Manager of Radio & Allocations Engineering, visited several NBC television construction projects. Shown here at KNBH on Mount Wilson, Cal. are A. H. Saxton, Western Division Engineer, John W. Erickson, Austin Company, Alice Tyler, secretary to Sidney Strotz in Hollywood, Mr. Hanson, Mr. Guy and John Seibert, project engineer.



E. B. (Buck) Lyford, left, Ass't Manager of Station Relations and Charles Bevis, third from left, newly appointed Manager of WNBK, Cleveland, help WTVR, Richmond, Station Manager, Wilbur M. Havens and Wilfred F. Woods, WTVR Chief Engineer, unreel last link of the coaxial cable which connects WTVR with NBC television network. WTVR became NBC affiliate on June 1.



Stenographers Irma Wiitanen, Lily Suarez and Jo Whalen on the beach at Asbury Park one June weekend.

closed in on the airport. Friendly fellows—just wanted to say good-bye.

Newcomers to 504 include Norman Davis, Joseph Raad and Arnold Becker. Arnie, who was with us last year, is back again for the summer.

Was Evelyn Varian, our Audience Mail Supervisor, surprised when she came across two fan letters for her own nephews who have appeared on the *Howdy Doody* show.

RCA engineers have nothing on Joe Vernum who is building his own television set. Methinks this ambitious undertaking was brought about by overcrowded bars.

ROOM 508 and PBX—We welcome Jacquelyn Leary who has taken over Jeanne Harrison's job. Mary Heller has inherited ticket information.

Mrs. Dorothy Davidson is back with us again looking very well and we hope feeling the same.

Helen Lorenz hurriedly left New York PBX to lend her charming telephone voice to those whirl-about-affairs, the Conventions in Philadelphia.

STENOGRAPHIC — Milly Long didn't let her vacation in the Catskill Mountains become dull. While there she took part in a jitterbug contest, and to put it as Milly did, she "won a dollar — her carfare home!"

Helen Moore was missed by all the girls during her illness last month.

Steno welcomes five newcomers to NBC—Mary Lyman, Lyda Robinson, Saravette Royster, Phyllis Brown and Mildred Cucciniello.

GUEST RELATIONS

Summer stock companies all over the U.S.A. are getting underway for another season, and in their preparations they have claimed some of our very talented personnel. James Ramsey, Elaine Decker, Anne Smythe and Bill O'Brien are all planning to face the footlights during the next few months.

Fields other than stock have

beckoned to even more of our lads and lassies. Alan White has left us to do a bit of jiving with a band. Norman Survis can now be found over at CBS where he hopes to find a place for himself in the Television line. David Smith has decided to continue his education by attending summer school. The baseball season gets under everyone's skin, but it really found its mark in Tom McCarthy who has decided to make baseball his career. Wilder Burnap is excited about being awarded a scholarship in music. Our Irish poet, John Casey, is now working for Sesac and reports that he is enjoying every minute of it. George Howardell plans to face the television camera at Dumont, and Bob Asman has landed a wonderful job announcing over an independent station in his home town of Rochester, N. Y.

Ken Crosthwait has been promoted to the Information Department. In Ken's place in the Main Hall is Hugh Teany. Ed Vane has taken over Hugh's job as Desk Clerk in the GR office. Dick Gillaspay will probably cause a slight riot in Main Hall some day soon if the gals don't look at him very closely. He looks more like Robert Walker than Robert Walker does. Dick has taken over as Tour Cashier. Lillian Tierney adds a great deal of feminine grace to Main Hall. She is in the Cashier spot vacated by Bob Asman. Mary Harris is the good-looking receptionist in the Sales Department. She has been promoted from Cashier, a position that Rita Morey now fills. Tony Lefevre has moved up the line from the Page staff to the Control Desk on the mezzanine.

Everyone in GR bids a mighty big welcome to the new people who have just joined the fold. On the Page staff we say "hi" to Fordham students Patrick McGowan and Tom Crowley; Richard Dwyer; Leonard Giarraputo; Charles Duffy, a student at Georgetown University; and Richard Dudnick. Our Guide staff has been increased by



Helen Clarkson and Jim Van Gaasbeek, GR, celebrate—Helen's wedding and Jim's promotion to her job as Ticket Supervisor.

Bob Garthwaite; Bill Schwartz who worked for GR back in '42; Ann Teahan; Hunter Norman, a graduate of Louisiana College; Carolyn Cadden who comes from Lansdowne, Pa.; Harriet Fletcher who will graduate from Mary Washington College next June; Ralph Christensen, Wallace Gray, a recent Louisiana College graduate; Bob Howard who was with us in 1945; Bob Barron; Mary McGarry, struggling with summer courses at Fordham; Larry Stein who returns to us after a year of hard work at Fenn College; Don Kivell, Gene Zuber, a student at St. Lawrence University; Bill Totten, Harold MacDonald; Albert Jonker, a graduate of Colgate; and Bob Cook who was with us in 1947.

INFORMATION

This month brings more changes to the Information Department. Joseph Rothenberger has been promoted to the post of Correspondent.

We welcome Ken Crosthwait to our department as a Mail Analyst.

Ethel Smoak has returned from an early vacation. She spent her two weeks at home in St. Matthew, South Carolina, visiting her mother and father who have recently celebrated their fifty-first wedding anniversary.

NATIONAL SPOT SALES

With the political conventions making all the news the last few weeks, Jim Gillis went out of his way to keep NBC Spot Sales in the news. He was asked to fill in as extra man at a party, and upon arriving was just a little surprised to find that his blind date was Margaret Truman. We understand that they sang a duet later in the evening that was the sensation of the party.

Bob Button (Lt. Col. Button) has issued orders to his secretary Carol Zimmerman to the effect that he is to be saluted each and every morning upon his arrival in the office. Ever since his trip to the Pentagon Building in Washington, Bob has decided to get back into shape for the army. Uncle Sam is breathing on his neck in no uncertain manner.

The gleam in the assorted eyes of the department may be partly due to the advent of summer but, to a greater extent, it is due to the application of the "Window Gleam" that Bill Buschgen distributed to the staff, courtesy of one of his clients.

Mary Leard came in on Monday morning, June 28, and stunned everyone with the announcement that she was now Mrs. F. Tompkins Harris — had been since her wedding at 4:00 p.m. the Saturday before in the St. Ambrose Chapel of the Cathedral of St. John the Divine. Mary had been fairly burst-

PROMOTIONS

Ralph Barkey, Guest Relations, from Page to Control Desk Clerk. Howard Bayha, Guest Relations, from Control Desk Clerk to Control Desk Supervisor.

Arthur Bruckman, International, from Messenger-Receptionist, to News Desk Clerk.

Joseph Durand, International, from Traffic Clerk to Assistant Traffic Supervisor.

Richard Gillaspay, Guest Relations, from Guide to Tour Cashier.

Audrey Hanse, Program, from Secretary to Office Supervisor.

Charles Mangano, International, from Assistant Traffic Supervisor to Supervisor.

Joseph Rothenberger, Information, from Mail Analyst to Correspondent.

Eleanor Tarshis, Television, from Executive Secretary to Programming Assistant.

James Van Gaasbeek, Guest Relations, from Typist-Clerk to Broadcast Ticket Supervisor.

Michael Yahia, International, from News Desk Clerk to Traffic Clerk.

ing, keeping the news to herself. Her husband is Public Relations Director of the International Paper Company. Recovering from their surprise and joining in the throng of well-wishers, Jack and Frances DeRussy, Caroline Herbert, Bob Button and Bill Buschgen carried the bride off to the Waldorf for a post-wedding toast and lunch.

NEWS & SPECIAL EVENTS

Political conventions are upon us but good. Everyone is working hard, and faces wear harried and hurried expressions. The battle cry is "On to Philadelphia".

Then we have Television Newsroom on Thursday evenings. People try to decide if it is Agnes Sullivan or Zena Bier who appears on the screen, come to the conclusion that it is Zena, and find out the next day that it was Agnes who has performed via video.

We welcome Marty Hoade back into the Newsroom. He is working with Ad Schneider on Television.

"Have you seen my ring?" is an oft repeated question from Mildred Bafundo who recently became engaged to Vincent Iocovozzi.

PERSONNEL

Personnel bid farewell to Corinne Pearson last month. After six years at NBC Corinne left to become second in command in the Trans-Color Corporation. At a party given in her honor Corinne received a wrist watch from the gang in Personnel.

Don Bogert has taken over Corinne's duties. His promotion came just in time to be a birthday present.



The Personnel Department gave Corinne Pearson a gay send-off to her new job. Around the tables, l. to r. are Anne Middendorf — waiting tensely for the flashbulb, Earnest de la Ossa, Corinne, Ted Thompson, Lynn Rittenhouse, Mary Morrison, Betty Smith, Doris Ann, Seth Faison, Bets Haglund, Neil Knox, Bill Roden, Grace Anderson and Winifred Carter.

John Davidson, new member in Employee Services, will handle Personnel Training and Education. A graduate of Yale University, John worked in Real Estate before coming to NBC.

A three weeks' cruise to Guatemala was Eleanor Nadeje's vacation choice. Eleanor is one of those fortunate Ten Year Club members who is putting her third week to bigger and more wonderful vacations.

PRESS

The Press Department has lost one of its best-loved members. On July 9 Hallie Robitaille McWeeney retired to private life. To say we miss her is a gross understatement. Press Dept.'s loss is husband Tommy's gain.

It was a big day for the Sam Kaufmans on June 18 when three-and-a-half year old daughter Elisa, wearing cap and gown, received her first graduation diploma — from nursery school.

Susan Kalmus, 15-month old daughter of Allen, also came into the spotlight this month when she played a leading role in baby-sitting pictures taken with Henry (Ezra Stone) Aldrich and Homer (Jack Kalk) Brown for NBC's *Aldrich Family* series. Pricilla Campbell, who writes publicity for the show, reports that Susan is a "natural" for pictures.

We're happy to announce that on July 17 photographer Art Selby will be married to Bea Baker and that Press Department secretary Helene Schuck is engaged to Allen Flood.

PROGRAM

MUSIC—Annie Jockwig's engagement provided a happy excuse for another office party — a surprise shower in her honor. Held at the apartment of Phebe Crosby, every-

one contributed to the food, drink and entertainment. The high spots of the latter were Helen Howell's Celeste Holm rendition of Bill Paisley's "Beautiful Dreams"; Dorothy Metcalf's increasingly beautiful singing; and Jean Dickey's devastating imitation of a well-padded opera singer; — and, of course, the lovely shower gifts themselves. Bill Young wrote a new song for the occasion. Called "Bells for Annie", its clever lyrics made for delighted chuckles, and its snappy rhythm made for good dancing. Toward the end of the evening the bridegroom called for his lady, and we all had a chance to meet him and approve. Which we all do, heartily.



PRODUCTION-ANNOUNCING — With the acquisition of the book *Songs and Ballads of the American Revolution*, published in 1855, Art Austin's collection on early Americana now numbers an even 210 items. Art points out that the term "items" not only means books, but pictures, pamphlets, broadsides, and catalogues. His special interests are early American songs, both sacred and secular, and material on the

American Indian wars of the West. Art recently sold an article to *Publisher's Weekly* on "Music of the Revolution".

Announcer Dick Dudley and sweetheart Carol Corwin Portugal of Cleveland, Ohio, are now Mr. and Mrs. Dick met Carol on an audition for Drene Shampoo. He asked her the fateful question on, of all days, February 29. They were married in Cleveland and honeymooned in Connecticut, returning to New York to take up residence in Dick's Greenwich Village apartment which, by doing his own decorating, he has turned into a show-place.

Paul Roberts and Adelaide Smolen are engaged. Wedding date depends upon an apartment.

Director and composer Don Gillis is back from the Lone Star State after being awarded a degree of Doctor of Music by Texas Christian University. It was Gillis Day at the University where he was a former teacher, the occasion being marked by a concert made up entirely of Gillis compositions. Don has been commissioned by Efrem Kurtz to compose an orchestral suite on the life of Sam Houston.

Don't miss Eddie Dunham's bulletin board featuring newspaper clippings, pictures, and a Chinese menu with the lowest priced item a single slice of toast for \$30,000. All from his recent Orient trip with "BION" Bob Ripley.

SCRIPT — A welcome hand to Van Woodward who joins Script as an editor after a number of years as a Manhattan free lance. Van stoutly refuses to recapitulate, but the record bears out his successes writing for Ethel Barrymore, David Rose, *Studio One*, and what Van refers to as "the usuals". Fresh from a recent contract with the Crosley Broadcasting Company, Van replaces Pete Martin to whom we all wish the best in his new job as script editor for ABC.

SOUND EFFECTS — John Powers was seen running up and down Sixth Avenue one Saturday recently, buying up all of the *N. Y. Suns*. His picture appeared in the middle page doing his stuff on the *Mr. District Attorney* program. Johnny must have a lot of relatives.

Jack Anderson, having a wonderful time on his vacation at Virginia Beach, wrote to tell us that he suffered a terrible burn from the RAIN's hitting him on the back.

SUPERVISION—408's Nature Boy, Walt Ehr Gott, has returned from a vacation at Miami Beach, and side plane trip to Havana, with a tan that has the girls' hearts a'fluttering. His secretary, Jean Meyers, spent a weekend at the Thousand Islands recently and came back simply glowing—another name for sunburn.



To Tom Gannon, Air Conditioning a daughter, Kathleen, 9 lbs., 11 oz. on May 28.

To Bob Smith, Program, his third child, second son, on June 5. Name: Douglas Albert. Weight: 7 lbs., 12 oz.

To Ramos Calhella, International a son, Edward Anthony, on June 7

To Norman Cash, Station Relations his second child, a daughter, Deborah Ann, on June 10. Weight 7 lbs., 2 oz.

To Manny Segal, Sound Effects, a daughter on June 9. Name: Arlynn Carole. Weight: 6 lbs., 1 oz.

Every time Arch Robb hears someone say "four", "for" or "fore" he gets that "How-I'd-love-to-be-playing-golf" gleam in his eye. Speaking of golf, Isabel Finnie is hitting in the low eighties after—how many lessons did you say, Isabel?

We received a pleasant surprise when Winnie Murphy and Mary Lou Forbes, formerly of Program, paid us a visit with their two winsome little girls.

RADIO RECORDING

No Recording? Now who told you that? The little gang of happy congenial people in 780 spell Recording with a capital R, and don't let anyone fool you — we're still making new records. Hank Gillespie of Syndicated Sales probably does a good 78 RPM in his merry Oldsmobile, and if that isn't making new records we'll eat one turntable.

As for spinning, the head of one



Announcer Bill Malcolm and classmate in Anatomy class.

of our newest secretaries, Marilyn Milesen, was doing just that trying to learn the Recording lingo. When Arety Cotzias asked her to arrange for an engineer in a studio, Marilyn very knowingly identified him by saying "Oh, he's the little man with all the dials!"

And speaking of dialing, we tuned in last week just in time to hear our own Eleanor Barnes receive an award for the best acting job done over her local station, WAAT, Newark.

Connie Bartz who has been revolving about for six months looking for an apartment finally landed one.

Joyce Walsh turned the tables on her fiancé when she went shopping for a movie projector and came back with a Victrola instead—just a one track mind.

So now you know. We're spinning, revolving, turning the tables and making new records, and the offices at the end of the long seventh floor corridor are constantly filled with platter chatter.

RESEARCH

Plus & Minus — The department presented Elinor Freitag with a fountain pen at an all girl farewell luncheon. Elinor accepted a position with the National Association of Transportation Advertisers. John Lothian left to join the Industrial Commodity Corporation of New York as an economic adviser. Martin Wilmington will soon be touring most of Europe as an economist for the Office of International Finance. Ray Levine resigned to become more active in radio and television dramatics. Margie Geddes leaves soon to await the stork and Rosemarie Gordon takes off for California and school. Cal Morris replaces Ray Levine. He comes direct from Teachers College with an M.A. in Psychology.

All Aboard—It's join Research and see Inside U.S.A. At long last Ed England is going to California. After two years of thinking about he finally got a car capable of getting out of the Bronx. Heading for the Coast via Maine and Niagara Falls, Ed and family will be on the road about a month. Maybe he'll see Edith Blankmeyer on her honeymoon at Cape Cod and Ruth Norris vacationing in Wells, Maine. And if he passes through Colorado he might get a glimpse of Audrey Edwards jumping over a jump at one of those Howdy Dudey ranches. (There, I've said it.) If he makes a quick trip, he might catch La Verne Heuer who is visiting in California. Back from extended trips are H. M. Beville from the Coast; Elinor Freitag, Frances Sprague, Mildred Joy, and Frances Sousa from Florida; Ruth Gross from Canada, and Jane Baldwin from Iowa. Dwayne Moore is plan-

ning a tour of the deep South. About the only persons left who are thinking about a trip are the Ray Manevals, and they are concerned about the stork's trip sometime in September.

Bill Reynolds of pen fame is proving his point at NYU this summer by teaching a six-weeks course in the Psychology of Attitudes and Public Opinion.

STATIONS

STATION RELATIONS — June is the month for brides—but Adrienne Krucher couldn't quite complete her plans for a June wedding and the date is set for July 25. Plans are going along well. She and her new husband will leave following the wedding for an extended stay in Los Angeles. "SWonderful," she says — "the sad part is watching the line of girls file in for an interview for the job I hate to leave."

The third finger, left hand of Marion Lucas has been newly decorated with a very beautiful engagement ring. Don't fret, Mr. Adams, Marion plans to work after her wedding.

Muriel Morgan represented the Young Republican Club of Queens at the Philadelphia Convention last month.

TELEVISION

The May-June season ushered in warm weather and rain and Victor Gerson, Stanley Dzielak, Bernard Schmittke, Daniel Durning, Elizabeth Morrison, Eugene Favant and William Little.

Congratulations are in order for Margaret Snider and Al Protzman who will endeavor to see if two can live as cheaply as one in Yonkers.

Sales seems livelier with the addition of Larry Birch and Jack Weir, both formerly Rittenhouse boys.

This reporter is fairly bursting with pride over a brand new nephew, David Michael, who added to the mom and pop-ulation of Yonkers.

Andy Anderson and Jack Greene are comparing notes on their boats harbored in the Sound.

The Bob Sarnoffs recently spent a long weekend in Nantucket, and Mary Alcombrack has entrained for Canada.

TREASURER'S

On May 7, the cocktail lounge of Louis XIV was graced by the personnel of Room 411 en mass. The occasion was a farewell party for Margie Doherty, now Mrs. Robert G. Van Wert. Margie and Bob have one for Ripley. They found an apartment after only six weeks of hunting.

(Continued on Page 8, Column 2)

TRAINING SQUAD FINISHES 1947-48 PROGRAM



1947-48 Training Squad graduates. Members are: front row, l. to r., John Lynch, Dick Schneider, Bob Tiedje, Betty Smith, Seth Faison. Second row, Bill Kelley, Arthur Hamilton, Joyce Walsh, Marilyn Costello, Frank Mocarski, Marion Stephenson. Back row, Robert Johnson, Joseph Rothenberger, Dwayne Moore, Tom Adams, Helen Jackson and Dorothy Reusch. Graduates not in picture are Richard Close, Joseph Iaricci, John Chapin, James Van Gaasbeek, Jeannette Kriendler, Agnes Sullivan, John Curran, Peter Zalantis, Edith Blankmeyer, Hamish McIntosh and Doris Terhune.

Athletic Association

NBC-AA SOFTBALL SEASON OPENS



NBC softball players who took season's opening game on July 1 against General Artists Corp., 16-4. Back row, l. to r., Ralph Hansen, Eugene Alexey, Ed Steiner, George Dobbs, Ed Thompson. Front, l. to r., Matt Governali, Hugh Taney, Joe Iaricci, Bob Smith, Charles Mangano. Thompson and Smith hit 4th inning home-runs.



Ed Thompson, pitcher.



Joe Iaricci, team captain, at bat.

Howdy Friend—



They're both pretty happy about the whole thing—NBC, because it's always glad to meet friends of its employees, and that young friend of yours, because he's proud that you've referred him to your company.

So if you know of anyone looking for his first job, send him in to Room 505 or have him call Ext. 363 for an interview. Beginners' jobs include typists, junior secretaries, pages, guides and guides.

(Continued from Page 7, Column 2)

The echoes of our farewell to Margie had hardly faded when we were bidding hello to Jennie Boccone, our new cashier.

In spite of the inclement weather over the past weekends, Ham Robinson is sporting a pre-vacation tan acquired while working on his sailboat. Ham spends his weekends at Cutchogue on Piconic Bay.

Bill Williams is looking mighty proud these days as his son Roger was appointed editor of the Iona Prep School paper.

For most of us school days are quite some years back, and thoughts of final exams and mean hours of cramming no longer worry us, but Gene Alexy and Herb Schumm are looking much happier since exams are over and "school is out" until the fall term. Gene attends night classes at NYU and Herb, Pace, both studying accounting.

Doris Johnston's hope chest is nearing completion with her plans for a Fall wedding to Bill Doherty, Margie's brother.

WNBC

Envy reigned at WNBC this month. The people left in the office envied those on vacation; then those who returned were envious of the others who still were looking forward to vacations. Joan Reckleff of the WNBC Farm Department "Went Down To Virginia"; Peggy Breese, Slaughter Beach, Delaware; Marge Hutchison, Wisconsin; and Lois Cole, the "Old Homestead" in Putnam County, N. Y. Now that they're back at the old grind, perhaps they can find some consolation in the fact that they were missed in 416.

Other news from the un-air-conditioned section of NBC includes the Betty Jacobs wedding. She is Don Norman's secretary and Bob Kochenthal's wife.

Norman Brokenshire threw a party for the entire staff at his country place at Lake Ronkonkoma. The home, the food and the new swimming pool were wonderful! And, according to "Broke", it can all be repaired for less than a thousand dollars.



FOR SALE — Silver fox furpiece. Two furs. Two years old, like new. Price, \$150. Polly Ruyl, Ext. 275.

FOR RENT — Greenwich Village apartment, 8 Jones St., New York City. Two weeks sub-lease starting Aug. 21. \$50 cash in advance, includes linen, china, etc. Mercedes Luks, Ext. 727.

FOR SALE — GE portable self-charging radio. Make me an offer. R. Kuehn, Ext. 342.

SALARY PLAN

(Continued from Page 2, Column 4) partment of all jobs and classifications. Every effort is made to study each job in the company at least once a year. Where it is apparent that job classifications are out of line with the scope of the job, the job is reclassified.

A future *Chimes* article will discuss the annual review and merit rating phases of the Salary Plan.

AT THE NBC FAREWELL PARTY FOR FRANK E. MULLEN



Left: Frank E. Mullen, guest of honor, and Niles Trammell, NBC president. Mr. Trammell presented Mr. Mullen with a large album containing portraits of the Management Committee and other close associates.

Right: In a group looking at Mr. Mullen's gift are Rudy Teichner, Treasurer's, and Joan DiMiceli, Vera Larson, Eleanor Gardella, and Marie Perez of Controllers.



NBC turned out en masse to wish Mr. Mullen farewell, filling the Wedgewood and Sert Rooms at the Waldorf-Astoria. Here is a group from the Research Department. L. to r., Elinor Freitag, Phil Hirsch, Jack Bard, Howard Gardner, June Norman, Billie Huber and Alice Greenstein.



Eight men and a girl. The girl is Helen Bishop, Television. The men are, l. to r., Bill Waterbury, Michael Pirozek, Frank McArdle, Jack Irving, Henry Albert of Engineering. Standing: John Rooney, Engineering, Walter O'Meara, Sound Effects, and Frank Burns, Engineering.



Joining the girls from Network Sales are Stockton Helffrich, Jane Crowley and Alys Rees of Continuity Acceptance. Around the table are Fran Barbour, Alice Matheis, Barbara Wood, Mildred Dugan, Mercedes Poyntz, Martha Carlson and Janet Keller, all of Network Sales.



Chimes

NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

AUGUST • 1948

VOL. 6 NUMBER 6

CHARLES BEVIS NAMED MANAGER OF WNBK CLEVELAND

When Charles Bevis took a job at NBC in 1936 as a Page in Guest Relations, he was planning to become a doctor. But the fascinating world of radio and television cast

its spell, and about a month ago, twelve years later, Charlie found himself Manager of WNBK, NBC's Cleveland Television Station.



Charles Bevis

For five years, from 1936 to 1941, Charlie worked for NBC by night, going from Guest Relations to News and Special Events, and from there to the Night Program Manager's office — and studied medicine at New York University during the day.

(Continued on Page 8, Column 1)

WILLIAM WEBB, JACOB EVANS PROMOTED IN TV EXPANSION

NBC further expanded its television operation last month by the creation of new television and radio promotion units in the Advertising and Promotion and National Spot Sales Departments.

The new post of Manager of Network Audience Promotion for both television and radio has been filled by William Webb, former Manager of Television Audience and Institutional Advertising.

New Manager of Advertising and Promotion of National Spot Sales for both television and radio is Jacob A. Evans, former Manager of Radio Audience Promotion.

Mr. Webb has been at NBC since 1932. He initiated NBC's first audience promotion. Mr. Webb served two years in the U.S. Navy as a lieutenant commander.

Mr. Evans came to NBC in October, 1946, as Promotion Assistant in the Advertising and Promotion Department. Early in 1947 he was made Assistant to the Manager of Network Sales Promotion and later, Audience Promotion Manager.

NEW APPOINTMENTS FOR J. ROBERT MYERS, JOHN TIEDEMAN

J. Robert Myers, Budget Officer of NBC, has been appointed Administrative Assistant to Carleton D. Smith, Director of Television Operations. Mr. Myers will assume his new duties Sept. 1. He will be succeeded by John C. Tiedeman.

Mr. Myers joined the Research Division of NBC in 1936, resigning after three years to become assistant director of research for the NAB. In 1942 he rejoined NBC as Budget Officer.

Mr. Tiedeman came to the company in 1940 as a Page in Guest Relations. From 1941 to 1946 he served in the Army Air Force and was discharged with the rank of captain. Returning to NBC as a budget clerk in the General Service Department, he was named Assistant to Mr. Myers in January, 1947.

HEIGH-HO — JOIN THE AA — COME TO THE OUTING!

Paul Rittenhouse, AA President, and Al Walker, Outing Chairman extraordinaire, forecast that the sun'll be a'shining to welcome September 9, the day of the NBC-AA Outing. Once again the Crescent Club in Huntington, L. I., will be the setting for sportive NBC-ites, who've locked up their desks, to spend a whole day at play.

WALTER EHGGOTT BECOMES ASSOCIATE DIRECTOR

Walter Ehrgott, formerly Manager of Program Booking, has been promoted to Associate Director in the Operations Division of the Program Department. Mr. Ehrgott, who is twenty-five years old, started at NBC seven years ago as a script typist.

Serving almost three years in the Army Signal Corps, Mr. Ehrgott returned to NBC as night secretary of the Announcing Division. He later became Assistant Manager of Production Operations.

And there'll be plenty of play—golf, tennis, softball, swimming in the pool or at the beach, or just the fun of relaxing in a lovely spot. There'll be plenty of prizes for tournament winners and lucky door prize winners. There'll be plenty to eat — a refreshing buffet luncheon at noon and a super de luxe dinner in the evening. Jimmy Lanin's orchestra will set the mood for dancing till the end of the day.

The cost for the whole day which includes transportation, lunch, dinner, use of the tennis courts, green fees, bathing facilities, is \$4.00 for AA members. Non-members will be charged \$10.00. AA membership cards and Outing tickets may be bought from Employee Services, Room 512 or from your department Outing Captains who are listed below:

Advertising & Promotion — Roselle Swenson; Continuity Acceptance — Kay Henderson; Controllers — Anne Surowitz; Engineering — Michael Morreale, William Haerer, John Gullans, Barbara Boyer, Mary Beebe; Executive — Jeanne Buckey; General Service — Jacqueline Leary, Inge Witschas, Cal Wheeler, Tom Leonard; Guest Relations — Eleanor Gallagher, Julia Dougherty, Jeanne Conkey; Information — Alice Kennell; International — Pat Hennessy; Legal — Elizabeth Moloney; National Spot Sales — Marion Sheehan; Network Sales — Rose Sheehan; News — Agnes Sullivan; Personnel — Lorraine McCue; Press — Violet Young; Program — Flora D'Avanzo; Jean Mitchell, Frank Heffer, Audrey Hanse, Jean Bishop, Caroline Doll; Public Affairs — Ellen Breen; Radio Recording — Florence Meyfohrt; Research — John Marsich; Station Relations — Barbara Bulger; Television — Mary McCarthy, Adrienne Luraschi; Traffic — Margaret Hadley; Treasurers' — Doris Johnston; Purchasing — Betty Michaelis; WNBC — Michele Les-cure.

Join the AA!



The first television training course for NBC affiliates got underway August 2 with fourteen engineers and program managers attending—Monte Kleban and Charles Jeffers from WOAI, San Antonio; Jack Kerrigan, WHO, Des Moines; Herbert P. Kauffman, WSMB, New Orleans; Robert Spencer, WTAM, Cleveland; R. Von Albrecht, WMAQ, Chicago; Byron A. Carlisle, WDAF, Kansas City, Mo.; Franklin McPeak, KCRA, Sacramento; Sydney Head, WIOD, Miami, Fla.; Wilson Mount, WMC, Memphis; F. Herendeen, WOC, Davenport, Iowa; Martin Campbell and Raymond Collins of WFAA, Dallas, and Frederic D. Merrill, RCA Institutes, Inc. On a tour of the television studios, the group is shown here in Studio 3H with Noah Sprecher of the Engineering Department.



WINIFRED M. CARTER, *Editor*

STAFF

Don Foley—*Adv. & Prom.*
 Kay Henderson—*Cont. Accept.*
 Joan G. DeMott—*Controllers*
 Hal McConaghy—*Engr., Air Cond.*
 Gordon Strang—*Engr., Aud.-Vid., Facilities*
 Ed Watkins—*Eng. Empire State*
 Vincent Genzardi—*Engr. Maint.*
 Ed Stolzenberger—*Engr. Master Control*
 Mary Bell—*Engr. Recording*
 Willard DuBois—*Engr. Studio & Field*
 Mel Stickles—*Bound Brook*
 Bill Haerer—*Port Washington*
 Mary Heller—*General Service*
 Cal Wheeler—*Gen. Ser.-Mail Room*
 Jo DiMarco—*Gen. Ser.-Steno.*
 Jeanne Conkey—*Guest Relations*
 Rosemary Pfaff—*Information*
 Eileen Tobin—*International*

Elizabeth Moloney—*Legal*
 Bud Soden—*National Spot Sales*
 Fran Barbour—*Network Sales*
 Agnes Sullivan—*News & Sp. Ev.*
 Betty Smith—*Personnel*
 Roselle Hubel—*Press*
 Robert Wogan—*Program—Announcing & Production*
 Phebe Crosby—*Music*
 Tom Adams—*Script*
 Frank Loughran—*Sound Effects*
 Pat Gormley—*Supervision*
 Hilda Watson—*Public Aff. & Ed.*
 Marilyn Costello—*Radio Recording*
 John Marsich—*Research*
 Marion Lucas—*Station Relations*
 Kay Collins—*Traffic*
 Rose Sheeky—*Television*
 Ernestine Thomas—*Treasurers*
 Betty Michaelis—*Treas.—Pur.*
 Marjorie Hutchison—*WNBC*

A MESSAGE FROM THE PRESIDENT PUBLIC RELATIONS



Niles Trammell

Each year about a million and a half people take the guided tour or attend broadcast performances in our studios. In an informal talk to the pages and guides recently I said that each of them was an important public relations representative of the company. The feeling about NBC that our million and a half visitors take away with them largely depends on the impression made by our Guest Relations staff. They are a very able group of people, and I am tremendously proud of their contributions to NBC's reputation with the public.

We have quite a few other departments which have contacts of one kind or another with the public, including our telephone operators, our salesmen, our Station Relations staff, our Press, Advertising and Information Departments. Every individual in these departments has an NBC public relations responsibility—is a custodian of the company's most valuable asset, the good-will of the public.

There are many definitions of public relations, and I especially like the one suggested by Arthur W. Page, a former Vice-president of the American Telephone and Telegraph Company. "Public relations," he said, "is what everybody in business from top to bottom says and does when in contact with the public."

That puts it up to each of us, even though we may occupy positions that do not call for contacts with the public during office hours. The personal impression we make on people outside the office is just as much a part of NBC's public relations as any contact made in line of duty.

And in the long run, the kind of public relations a company enjoys can be measured by the kind of people who work for it.

I frequently hear nice things said about this or that person in NBC, just on a personal basis, from acquaintances who have no connection whatever with our business. Such comments do not surprise me, but they are always good to hear, for every compliment paid to a member of our organization is a compliment to the company. NBC is fortunate to have so many competent ambassadors of good-will in circulation.

THE NBC SALARY PLAN

III. Annual Review and Merit Rating

From the first two *Chimes* articles on the NBC Salary Plan, you have learned how the plan was put into effect and made a continuous operation of the Personnel Department; how each job in the company was analyzed and evaluated and a salary range established for it and how these job classifications and salary ranges may change with changing job conditions within and without the company.

One very important phase of the Salary Plan provides for an annual review of the performance of each employee's job, and a merit rating system by which an employee whose work has been commendable may have his salary increased within the salary range for his job.

Under these provisions, twelve months from the date of your last increase (your anniversary date) your supervisor makes a complete analysis of the way in which you have performed your job during the year. He considers the quality of your work, whether you have a thorough knowledge of your job and are accurate in completing details. He notes your attitude toward your job, whether you are eager to learn and work well with other employees. He takes into account your initiative, your ability to assume responsibility and make sound judgments. He estimates your capacity for further development and the possible lines for your advancement.

Based on the combined rating given the items considered in the annual review of your job, your supervisor may or may not recommend an increase in your salary. If an increase is recommended it is usually computed at 10% of the salary you are receiving, provided that this percentage falls within the salary range established for your job classification.

When your supervisor has completed the merit rating, he will discuss with you his rating of your job performance, pointing out the duties you do well and those which need improvement. If he has felt that a salary increase is not warranted, he will tell you why, show you how you may improve your rating, and will set a date within a reasonable length of time when he will again review your job.

In cases of outstanding job performance where an employee's work has been noticeably superior to the standards for the job, the Department Head may recommend a special merit increase, instead of waiting for the employee's anniversary date. This special merit rating gives a certain flexibility to the annual job review plan, which in the fullest sense provides the means for compensating employees for meritorious service.

CITATION

1948

awarded to

National Broadcasting Company, Inc.
for distinguished

achievement in

ANNUAL REPORTING

HIGHEST MERIT AWARD

Issued by the Financial World in recognition of the Excellence of its 1947 Annual Report to Shareholders

To certify that the 1947 financial statements of the above company were judged to among the most modern from the standpoint of content, typography and format of the 2000 annual reports examined during 1948.

John J. Davis
President, Financial World

Walter Smith
The Financial World, Inc.

ATTESTED JULY 2, 1948

Reproduced above is the "Highest Merit Award" presented to NBC by Financial World in recognition of the "excellence of NBC's 1947 annual report to shareholders". The report was written by Horton Heath, Director of Information and the format and typography were planned by Allen Hurlburt, Art Director.

COLUMBIA UNIVERSITY-NBC OFFER 27 COURSES IN RADIO

Three new courses in radio will be offered by Columbia University in cooperation with NBC this fall, bringing the number of radio courses offered during the 1948-49 academic year to twenty-seven.

Seventeen of the 21 instructors will be NBC staff members, and 17 of the courses will be given in the studios here at NBC.

One of the new courses will be in *Radio Audience Research* and will be conducted by Hugh Beville; another will treat *Radio in International Relations*, and will be taught by Fred Bate; the third will be a *Documentary Workshop* under the direction of Frank Papp.

(Continued on Page 8, Column 2)

SEPTEMBER BRINGS SCHOOL BELLS

If you're planning classroom evenings come September, don't forget the NBC-Tuition Plan. Perhaps the course you'll be taking will be one that NBC will feel warrants an advance on your tuition fee. Under the Tuition Plan employees will be advanced tuition fees up to a maximum of \$50 a semester for courses which are approved by the Department Head and the Personnel Department.

Further information and application blanks may be obtained from Jack Davidson, Employee Services, Room 512.

ADVERTISING & PROMOTION

While the cat is away—A clever memo from Roy Porteous on this subject invited the A & P mice to play at a cocktail party after work July 15 while Jim Nelson sunned himself at the shore. Guests of honor at the pseudo-surreptitious shindig held in the RCA Exhibition Hall Lounge were Aneita Cleary and Jake Evans. Aneita left NBC the next day to prepare for her August wedding and Jake Evans left his Audience Promotion Manager's job to become Promotion Manager of Spot Sales. Squeaks of mouselike happiness were loud as the folks munched cheese sandwiches and drank whatever mice drink.

It never rains — But it certainly showered earlier the same week when all the girls in the department honored Aneita at a farewell luncheon and shower at The Alexandra. The department's gift to Aneita was a silver vegetable dish.

And speaking of gifts—The A & P kitty was raided this month for two worthy charities. Ten dollars was sent to the Crusade for Children to provide European kids with some much needed extra food, and eighteen dollars, given to the Herald Tribune Fresh Air Fund, will help some city youngsters to enjoy a week at camp this summer. To Lucy Towle goes the credit for suggesting these worthwhile projects.

Putting on the Dog — Doug Butler, Lance Ballou and Jack Montmeat should now be added to the list of happy home dwellers. Doug and Lance are nearly neighbors in the Levitt development on Long Island, and Jack has just moved into his new home in Radburn, New Jersey. The three are busting their buttons with pride and breaking their backs with work.

While on the subject of pride — Let's give a roar of approval for the clever book, *How to Cook a Dragon*, written by Jack Snow and illustrated by Walter Van Bellen. This charming, decorative booklet does much to help the over-all promotion of Saturday morning kid shows.

CONTROLLERS

Controllers will be sorry to say good-bye to Ruth Duffy Kean at the end of this month, but will send her off with a multitude of best wishes. Ruth is leaving the company to await the arrival of the stork.

THE CONTROLLERS DEPARTMENT HAS HUNG ITS SHINGLE IN ROOM 410.

It happens at NBC

ENGINEERING

FACILITIES — Pete House has left NBC after many years of turning out fine designs for the Engineering Department. He was given a farewell luncheon by many of his friends to bid him good-bye and good luck.

Bill Howard has joined the Audio-Video Group to work on television engineering designs for Cleveland.

The Radio-Facilities Group has almost deserted us. With some on vacations and others working in Chicago, Denver and Hollywood, the group is represented here by only two people — Mary Cregan and Fred Smith, a newcomer to the group.

RADIO RECORDING — On June 30, Radio Recording lost Fred Bayer to "New York's Finest". To wish him luck in his new undertaking, the members of the department pooled their dollars and sent Don Axt off to purchase a few gifts

—which turned out to be a lot of fascinating objects. Among the many queerly shaped packages which Fred had a fine time opening were a night stick, a billy, holster and gun belt (left-handed, of course), nippers (handcuffs to you), whistles, white gloves, ties, tie clasp, brass buttons for his eventual regulation uniform and a belt.

Another one of our young eligibles to leave us was Noel Warwick who was transferred to Television Engineering on July 15.

TELEVISION FIELD—Alfie Jackson and his wife have returned from an 18 day fishing expedition in the wilds of Newfoundland. They began their trip by flying from New York to Sydney, Nova Scotia, then took an overnight boat to Port-Aux-Basques, then a narrow gauge railroad to Curling. At Curling they set out on the last lap of the journey by chartering a boat to Torrent River on the north-

west coast of Newfoundland, about fifty miles from Labrador. As you can probably understand Torrent River sees few fishermen, and the Jackson's pulled out quite a number of salmon and trout.

Carlos Clark and Ed Costello both have their boats in the water for their simultaneous vacations this month.

Tiny Carson, who speaks from the majestic height of 6 feet, 7 inches, was a little disconcerted one day recently in Studio 6B—but not for long—when one of the shorter set-up men whom Tiny had asked a question climbed up on a stool to give him equal height before answering Tiny. "If you worked harder you wouldn't have all that energy," was Carson's classic comment.

Jack Burrell is off to Hollywood this month as field supervisor and Cort Snell is scheduled to become field supervisor in Chicago this fall.

As told by returning veterans of the Philadelphia conventions, the set-up at the Phi Delta Theta fraternity house at the University of Pennsylvania was ideal for men working 12 to 18 hours a day. Breakfast was served at the house, and beer and sandwiches always in the ice box after hot hours in Convention Hall.

GENERAL SERVICE

ROOM 508 and PBX—Capt. Charlie Egelhofer's charming 10-month old granddaughter Gale was the subject of a full page of cute and interesting photographs which appeared in the NY Journal-American on July 8. When Gale was left on her own in her carriage outside a store in the Bronx where her mother was shopping, she exhibited her most winsome charms to invoke the assistance of several passersby to pick up and return her toys which she had gaily tossed to the side-walk. Her antics caught the attention of a newspaper photographer.

We welcome Irene Kenny to PBX.

Peggy Fahey was given a gala party at Garrison's by the PBX girls and presented with luggage in anticipation of wedding bells in the near future.

Replacing Bill Thompson who has been transferred to Engineering is Walter Giebelhaus. Walter, a former NBC-ite, has just returned from Hawaii.

Both Don Meissner and George Monahan have returned from their vacations in the New England States. Don tells us he's had the most interesting vacation he ever had—ten days at the Trapp Family Music Camp near Stowe, Vermont. A singing vacation was just the

(Continued on Page 6)

INTEREST IN BASEBALL AND BOYS GIVES
LLOYD CAMPBELL USEFUL HOBBY

When Hal McConaghy, *Chimes* staff reporter for Air Conditioning, reported that Lloyd Campbell's baseball team was fair competition for the Brooklyn Dodgers, it was decided that here was a matter which would bear looking into.

Lloyd, an NBC-ite for six years, is manager of the Laurelton Seahawks, ages 13-17, and undefeated division champions in the Gertz Department Store (Jamaica) League. Could be that Hal wasn't too far wrong.

Lloyd has always had a yen for baseball, having played semi-pro ball and managed two youthful teams prior to taking on the Seahawks. A kids' game in the street was always "worth a ten-minute stop".

It was because of one of these "ten-minute stops" that the Seahawk Baseball Club was created. While watching a game between a group of boys in his town of Laurelton, L. I., Lloyd offered some advice to one of the boys who was having trouble with his batting. The advice proved sound, and the boys were so impressed that they asked Lloyd to coach them.

That was a year and a half ago and only the beginning of what turned out for Lloyd to be a very satisfactory hobby. Combining sports with juvenile delinquency

prevention, Lloyd has interested the town in keeping the boys off the streets by offering them a planned recreational program. The local Lions Club is sponsoring the Seahawks, which number 36, not only in baseball, but in basketball and football, helping them obtain uniforms and equipment. From time to time the local theaters invite the boys to a free movie, one of Lloyd's choosing, with both entertainment and educational value.

Lloyd has made it a point to get acquainted with his boys' parents, all of whom are enthusiastic Seahawk fans. On one occasion, however, when a father decided that baseball was kid-stuff, and that his sixteen year old son, a poor student in school, should work after school and on Saturdays, Lloyd convinced him that "all work and no play made Jack a dull boy". The boy played ball, his marks improved, and his father has even sent a friend's son to join the Seahawks.

Learning of Lloyd's work with the team, the Lions Club in a neighboring town has undertaken to sponsor a similar athletic program for its boys. Lloyd himself has been named Athletic Director of Laurelton. The Seahawks an established team, he is now bringing up their younger brothers, ages 8-11, the Grums.



Mrs. X, an ardent listener to NBC, has some questions to ask the network about its programs and does so in a brief letter to NBC.

National Broadcasting Company
Radio City
New York, N. Y.
Dear Sirs:

I hope you won't mind my writing to ask you a couple of questions that I have had on my mind regarding a few of your wonderful programs.

First, just before the 6 PM news comes on, I listened to the Front Page Farrell program, and the theme song is one which has been haunting me. I know the name but I can't for the life of me recall its title. Could you please tell me the name of it and also the publisher so that I may get a copy of it?

About two weeks ago, on the 11 PM news program, I heard an item mentioned concerning a wealthy actor who died and left all his money to an organization who is to begin a fund for the establishment of an old age actors' home in upper New York State. I'm sure I have heard of this man and his plans and I'm sure that he has been on NBC several times. Could you please tell me his name and the programs he has appeared on?

Thank you ever so much for your taking time to answer these questions, as they mean so much to me.

Gratefully yours,
Mrs. (X)

THE CORRESPONDENCE DIVISION

An Inquiring Public Gets Prompt and Accurate Information About NBC

In Room 952, away from the madding crowd, are eight NBC-ites who answer, in behalf of the Company, all inquiries of a general nature addressed to NBC. These eight "answer men and women" are the Correspondence Division of the Information Department. They handle an average of 600 letters daily. About 80% are re-routed to other NBC departments. The remaining 20% are individually answered — and pronto. There are some 2,000 of these a month.

Whether pertaining to the company's policies, operations or history or whether pertaining to the talent, material or general production of programs, the concise and approved facts must be obtained for

relay to the inquirer. But all is not said and done until a detailed analysis of the letters received each month is prepared in order that other operations in the Company can be advised of public reaction toward those operations or programs with which each may be concerned. Thus NBC keeps faith with itself and its public by taking full cognizance of everything that letters from its listeners have to say.

The pictures on these pages trace the various steps required to answer a single letter containing typical requests from the time the letter is received until a reply is dispatched.



Mrs. X's letter is received in the Information Department. Alice Kennell and Ken Crosthwait, Mail Reader and Mail Analyst respectively, decide that it will be answered by the Correspondence Division.



Kathryn Cole, Department Supervisor, classifies and records Mrs. X's letter on the mail charts and refers it with other letters of the day to the Correspondents, Rosemary Pfaff, Joe Rothenberger, and Bob Tiedje.



Mrs. X's letter goes to Bob Tiedje. He decides what research he must do to find the answers to Mrs. X's questions. Searching for answers to listeners' questions takes Correspondents to several departments.



First, with the help of Grace O'Donnell in the NBC Newsroom, Bob checks back over the 11:00 p.m. news programs to find the one on which the death of the wealthy actor and the actors' home was mentioned.



Equipped with the name of the actor, Bob wends his way to Research, where Ruth Lytle of Program Analysis, looks up the programs on which the actor had appeared.



In the Music Library Division, Bob makes his final stop. There Ruth Ost gives him the title, composer and publisher of the *Front Page Farrell* theme music for Mrs. X.



All facts assembled, Bob dictates his answer to Mrs. X. Rosemary Pfaff is similarly engaged. All letters received by the Correspondence Division are answered in this way.



In the Stenographic Department, Kathleen Hughes is assigned the dictaphone cylinder containing Bob's answer to Mrs. X. After typing the letter from the playback machine, she returns it to Bob.



Before signing the letter, Anita Barnard, Manager of the Correspondence Division, checks it for accuracy and form, making sure that all of the information Mrs. X requested has been included.



Carmen Corsi makes the day's final mail pick-up. Bob's letter is on its way to the NBC Mailroom and Mrs. X. Carmen is well equipped for carrying any load of mail the Correspondence Division may have.



Facts from Mrs. X's letter are added to those from some 2,000 other letters which each month constitute the detailed report prepared by Anita Barnard for Horton Heath, Director of Information.

IT HAPPENS AT NBC

(Continued from Page 3)

thing for tenor Don. After two and a half hours of singing every morning, he was just in the mood for a climb up Mt. Mansfield in the afternoon. He highly recommends the place.

STENO — Steno welcomes the following new girls—Elizabeth Murphy, Alice Pons, Gertrude Murphy, and Evelyn Sabotka.

A recent snapshot from Amie Chilleen, one of our former stenographers, discloses that Arizona is doing well by her.

GUEST RELATIONS

The Guest Relations agenda is filled with items calling for much sunshine, boats, bathing suit, as vacation days have descended upon us once again, and very much appreciated they are too!

Elly Gallagher came merrily back to us after spending a week at Great Barrington. Tony Lefevre spent his vacation wallowing in the sands of his native state of Florida, after being away from home-cookin' for a whole year. Judy Dougherty is going to take up where Tony left off 'way down South. Jack Mills and George Dobbs are off for the north country—Jack to Lake George, and George to tour the countryside with a few of his pals.

GR bids a hearty welcome to Ralph Hansen who has joined our Page staff. Ralph worked for NBC in days gone by, but more recently has been hitting the books at Brigham Young College. George Meyer, a welcome newcomer to our Page staff, has spent the past year at Syracuse University. Elizabeth Cox is a talented addition to the Guide staff. She is a recent graduate of the University of North Carolina where she majored in radio. Among her many accomplishments she produced, wrote and sold original program ideas to WRNO in Orangeburg, South Carolina.

Claire Trainor, GR Cashier, has just been promoted to the Program Department as receptionist.

Harriet Taylor and Elly Gallagher have become avid tennis players. Every night at 5:00 p.m.



Stork Talk

To Charles Mangano, International, his first child, a son, on July 3. Name: Charles Jr. Weight, 7 lbs., 10 oz.

To Roger Muir, Television, a daughter, on July 4: Name: Nancy. Weight: 8¾ lbs.

To Robert Long, Engineering, a 6 lb., 5 oz. daughter on July 6. Name: Judith Ann.

they dash madly out of the office in order to keep their date with the tennis pro. For any of you who are interested in this sport, Tony Fasolina makes a beautiful racket. Elly will be glad to display hers.

INFORMATION

The Information Department welcomed Bob Tiedje back from his Bermuda honeymoon. On June 26 Bob married the former Joyce Mott in the First Congregational Church of Westfield, N. J. Kathryn Cole, Alice Kennell and Rosemary Pfaff attended the wedding.

Ken Crosssthaite has returned from his home town of Paducah, Ky., where he extols with glistening eyes, "Fishing was good". While this is coming off the press, Joe Rothenberger and his wife are headed "down East" to Bar Harbor and then to the Finger Lakes.

Mrs. Irene Kuhn and her daughter Rene are motoring to Seattle, Washington.

INTERNATIONAL

Moving Vans — The lull of mid-summer was not for us. Our moving to new quarters in the Flint-Horner Building was accomplished with a minimum of casualties, however. Even Edith Roth's records arrived, slightly shuffled, but intact.

Vacations — Bud McBain returned from Wisconsin with a North Woods' tan. Betty Rapp did the Connecticut Chamber of Commerce little good by publicizing hereabouts her encounter with a five-and-a-half foot rattler near Portland. The intruder which boasted eleven rattles was killed, but not by Betty who had sprinted clear to Hartford. Beverly Krostich, who is on her first job, is bearing up under her very first summer in New York's heat. Camp life, however, calls her to the Poconos for 2 weeks. Nancy Fox Terry's honeymoon-vacation was just perfect. Now she's back at what's been her favorite pastime since last fall — apartment hunting.

Newcomers — Anne Segal to Production and Helene Firestone as Script Control Clerk; Robert Ruffer and Edward Sleaf, as Messenger Clerks; Guy Hickok and Alan Rogers to Program Supervision, and Constance Harper to Music.

Witch Doctor — Mercedes Luks has adopted the magic charms of a black cat to ward off burglars. The witch doctor of Lecuona's song "Babalou" lived in Guanabacoa, Cuba. Mercedes once lived there, too, so the cat has been christened "Babalou".

LEGAL

The welcome sign hangs high for Gustav B. Margraf, our new Vice-President and General Attorney.

After the lightning involving top

management reorganization struck Legal last month, Doris Crooker left for the Thousand Islands to vacation and forget, and did such a thorough job of both, that she would like a return visit to the other 999.

Pat Roche leaves Bob Myers for a spot in Television.

Speaking of changes, we say an official hello to Marilyn Dengler and Grace Richardson, secretaries to Messrs. Pat King and Paul Lynch, respectively.

NEWS & SPECIAL EVENTS

With the close of three political conventions, those who had weathered the expeditions to Philadelphia as well as those who had held the fort in Radio City eagerly attacked the problem of vacations. High on the preferred list were spots sans radio, television and telephone. Buck Prince and John MacVane led the exodus, followed by Bill Brooks, Frank McCall and



The above picture of Frank McCall shows that no detail was overlooked to keep News and Special Events men up to the minute on developments at the Democratic Convention.

Irwin Welpen. The rest of the staff is quietly marking off the days until they too can escape the political echoes.

Zena Bier, Frank McCall's secretary, has moved next door to the Press Department to take up where Hallie Robitaille left off. We're very glad she has not strayed so far that we will be cut off from the Bier sense of humor.

When Ethel Mae Barker decided to transfer her interest from radio to linen importing, it was only fitting that Bettilou Crossan should take her place. Surprisingly, neither of these dual-named gals hails from the South.

PERSONNEL

We welcome Joan Mooney who is working in the Records Section for the summer. Joan is attending Woods Secretarial School, and will return there in the fall for her final year.

EXCHANGE CORNER

FOR SALE—Cocker Spaniel puppy. Blonde, male. Registered American Kennel Association. Call Joan DeMott, Ext. 602.

FOR SALE—Kodak Duaflex Camera with leather case, flash equipment, and other accessories. Ernest White, Ext. 240.

FOR SALE—Easy Whirldry Washer, 2-3 lbs. capacity. Two months old. Excellent washer. \$45. Walter Wiebel. Ext. 681. Last two weeks in August, HA 9-7412.

One of the most exciting vacations taken by Personnel personnel was Eleanor Nadeje's cruise to Guatemala. Eleanor had much to talk about when she returned, and one tale we thought very interesting was about her tour of the broadcasting studios in Guatemala City. Eleanor's escort was a local dignitary who had formerly worked for NBC. Her visit included a quiz program broadcast (yep, they even have them south of the border). Seeing these representatives of NBC in the audience, the MC called both to the platform and asked Eleanor to make a speech. She obliged — in Spanish.

Another vacation tale came from Helen Korday who one day on a shopping tour in New York, had her path temporarily blocked by a crowd in front of the Hotel Roosevelt. Trying to get through, she suddenly found herself shaking hands and exchanging greetings with Governor Dewey for whom the crowd was waiting.

PRESS

Dorothy Collins has left the Press Department to join the Woman's Home Companion as Publicity Director.



Press's Roy Battersby (left) and Jack Slocum, Marine buddies in Hawaii during the war met again last month when Jack was appointed Magazine Editor.

Vacation notes—Priscilla Campbell is roaming New England and Canada with her parents . . . Arthur Selby is honeymooning, place unknown . . . Louise Hanley, with her sister and brother-in-law, was last sighted off Gloucester in a sailboat . . . Teletypist Bill McCardell is spending a never-a-dull-moment vacation in the company of his four-year-old son, Mike.

Jesse Birnbaum is the office's new errand boy in charge of losing rush copy somewhere between the fourth and fifth floors. He replaces Eddie Starr, now a staff writer.

PROGRAM

MUSIC — To wind up the vital statistics on a story whose public aspects we have been reporting with considerable delight for several months — Ann Jockwig and Richard Muller were married at high noon in City Hall, Brooklyn, on Monday, June 21. They honeymooned for a week on a farm near Lancaster, Pennsylvania, and are now living in Brooklyn.

Samuel Chotzinoff has returned from Italy, where he accompanied the Toscaninis to Milan. He is several pounds lighter in spite of the spaghetti, and looks very fit indeed.

We regret that Warren Scofield, Assistant Director of the Music Library, is on sick leave. He is regaining strength slowly at his summer home in Westport, Connecticut.

For years and years, music and telegrams and letters have gone back and forth between our office and Mary Kathleen Moore, Director of the NBC Music Library in San Francisco. The other day she walked in en route to a convention, and we all met her for the first time. The lady is charming, and the comparison of our two libraries which differ greatly in size, facilities and responsibility was most interesting.

Thanks to two musical summer replacement shows (*Jack Pearl* and *Jane Pickens*), Bill Paisley's arranging-copying staff has grown

to something like its former proportions. Leo Kempinski and Red Bone have rejoined Paul Burke on the arranging end, and Walter Dorfuss is working with George Zevitas and H. H. Thomas on extracting the parts that go on the music stands.

SCRIPT—In this, the busiest time of Script's deadline-filled year, we cornered Dick McDonagh, Script Manager, for comment on the new *Radio City Playhouse* series that takes its place with such NBC winners as *Living—1948* and *The World's Great Novels*.

After two broadcasts of *Radio City Playhouse*, dozens of telephone calls and nearly 300 letters of congratulations poured in from nationwide listeners. Dick's comment concerned not the praise but an offer to *you* in NBC. Below are the highlights of a report of his needs for *Radio City Playhouse*, and he wants you to know that if you meet his needs with top-notch one-shot scripts, you may find yourself with a show on the air.

"Beginning July 3, 1948, NBC has broadcast from New York a weekly series called *Radio City Playhouse*. If you have a half hour script that is unusual, important, wonderful — a script on which you would be willing to stake your reputation as a writer—we'd like to have a look at it . . .

Plays should be of 30 minutes duration and *must* be original—not adaptations . . . no crime or horror scripts, but this does not rule out every type of mystery or suspense play . . . no 'propaganda' plays when designed as such.

Payment, \$210, script being licensed under terms of the Radio Writers Guild-Networks Basic Agreement.

Each script submitted must be accompanied by the NBC release form (available in Dick McDonagh's office), and be addressed to Richard McDonagh, Room 266, NBC, prominently labeled for: *Radio City Playhouse*."

Meanwhile, listen to *Radio City Playhouse* on Saturday nights, 10:30-11:00 p.m. and hear what staffer Ernest Kinoy, director Harry Junkin, and others have written in their own top dramatic styles.

SOUND EFFECTS — Jack Anderson is back from a two-weeks sailing trip, and Bob Jacquinet has returned from three weeks in the North Woods where among many adventures he acted as guide for two lost deer that had followed him to his lodge.

Clem Walters is proudly showing off that 1949 Ford of his by taking passengers back and forth to Ebbets Field.

Our No. 1 man Fred Knopfke goes in for adventure. On a dare



Susan Strebel, three and a half months. Proud father of this wide-eyed beauty is Russ Strebel of the Traffic Department.

he drove a new truck to North Carolina—no roof, no mud guards, and, we hear, no hands.

SUPERVISION — We waved a tearful farewell to Walt Ehrgott, who is rapidly climbing the ladder of success and has become an Associate Director. Vince Mitchell is ably filling his post as Supervisor of Central Booking. Vince started his NBC career seven years ago in Guest Relations.

Flora D'Avanzo was using her left hand for just everything one morning, and no wonder! She became engaged to Alfred Halikias and has a lovely solitaire diamond set in gold.

PUBLIC AFFAIRS & EDUCATION

When Hilda Watson, Office Manager of the Public Affairs & Education Department, sailed on the *America* for a five weeks visit to England, the land of her birth, she was seen off by Ellen Breen, Sterling Fisher's secretary, Nancy Ann



Mr. and Mrs. George Sangas shortly after their recent wedding. The lovely Mrs. Sangas is Penny Drossos of Research.



Traffic had its quota of new fathers this spring. Here Walter Wiebel shows off his son Wayne who was one month old when picture was taken.

Woodard, researcher for *Living—1948*, and Edith Lisle, William Webb's secretary. The girls found time to present Hilda with a corsage, help settle her in her cabin, and still managed to get acquainted with some of the Olympic team who were sailing on the same ship. Ellen, Nancy Ann, and Edie had their pictures taken with Fortune Gordien, discus thrower for the team. Hilda was too busy being seen off by the big gang who showed up to surprise her and wish her bon voyage.

At a luncheon on June 15 given by Niles Trammell, President of NBC, for Dr. Frank Goodman on his retirement as Radio Director of the Federal Council of the Churches of Christ in America, Doris Corwith assisted Mr. Trammell in making arrangements for the luncheon and greeting the guests. Among those honoring Dr. Goodman from NBC were Ken R. Dyke, Sterling Fisher, Sydney Eiges, Dr. James R. Angell, Mr. Trammell and Miss Corwith. At the conclusion of the luncheon, Mr. Trammell presented an RCA television set to Dr. Goodman.

RESEARCH

We in Research are interested in population shifts, so we did a little research on Research, and here are our findings. Of the 63 Researchers, 30 hail from New York; 8 from New Jersey; 5 from Pennsylvania; 3 from Massachusetts; two from California, Michigan and Texas; and one each from Iowa, Washington, D. C., West Virginia, Indiana, Ohio, Georgia, North Carolina, Oklahoma, Connecticut, Canada, and Puerto Rico.

While on the subject of geography, we noticed Whit Rhodes looking for England on a map of the U.S. He wasn't crazy with the heat, but was looking for the town from which Ed England had sent a (Continued on Page 8, Column 2)



Athletic Association

NBC-AA SOFTBALL TEAM UNDEFEATED IN FIRST THREE GAMES

By Cal Wheeler

As *Chimes* goes to press, the NBC-AA Softball team under the leadership of field captain Joe Iaricci heads the Midtown Variety League with three wins and nary a loss. With the superb pitching of Ed Thompson and the hitting power of Bob Smith, Fred McKinnon and Ed Steiner, the team has rolled to fairly easy victories. The scores were NBC 16—GAC 4; NBC 5—ABC 3; NBC 21—Paramount 2.

Ed, or "Tex", as he likes to be called, has allowed eight hits in three games, which is about par for the course. He has struck out 17. He's also helped his own cause by batting in eight runs on hits that included a home run and two doubles.

Bob Smith, with an average of .571, has hit two home runs, a double and five RBI's. Ed Steiner with an average of .700 has the

largest number of hits on the team. "Red" McKinnon, who has played in one game, hit two home runs, a triple and batted in six runs. Home run honors also go to Lloyd Trafford and Joe Raad. Other high average holders are Charles Mangano, .750; Hugh Teaney, .500; and Tom Flanagan, .444.

Although the team got underway with very little practice with many of the men playing together for the first time, it has done exceptionally well. Barring injury to key players, it has a more than good chance to cop the league championship.

The team's roster includes Gene Alexy, George Dobbs, Tom Flanagan, Jim Gaines, Matt Governali, Ralph Hansen, Ed Heussler, Joe Iaricci, captain, Walter Law, Charles Mangano, Fred McKinnon, Joe Raad, Bob Smith, Ed Steiner, Hugh Teaney, Ed Thompson, Lloyd Trafford, Cal Wheeler, manager.

CHARLES BEVIS NAMED MANAGER OF WNBK CLEVELAND

(Continued from Page 1)

Then came the war, and he had a twenty-four hour job in the Naval Air Force for four and a half years. As a dive bomber pilot serving aboard the carriers Ranger, Bunker Hill and Essex, Charlie flew the seven seas, from Africa to the Arctic, and South China and the Philippines to Japan. He was with the only carrier group in combat north of the Arctic Circle, and took part in the first Allied invasion in the European theater and the first carrier attack on Japan.

In 1946 Charlie returned to NBC as a member of the Television Department as Executive Assistant to Vice-President John Royal. Since March of this year, he has been handling television matters for the Station Relations Department.

Charlie has been in Cleveland since August 1. With him from New York are Andy Hammer-schmidt who has been appointed Television Engineering Operations Supervisor of WNBK, and Milton Kitchen, Field Supervisor. WNBK is scheduled to begin operations this fall.

COLUMBIA UNIVERSITY-NBC OFFER 27 COURSES IN RADIO

(Continued from Page 2)

Other NBC professors are Sterling Fisher and Doris Corwith who will conduct a *Basic Course in Radio Broadcasting*; Robert Adams, *Advanced Radio Directing*; Wade Arnold, *Advanced Dramatic Radio Writing*; Tom Bennett, *Music in Radio*; Sydney Eiges, *Radio Publicity*; James Harvey, *Acting in Radio*; Edward King, *Advanced Radio Acting*; Patrick Kelly, *Radio Announcing*; Frederick Knopfke, *Sound Effects*; Walter McGraw, *Producing and Directing Radio Drama*; James Nelson, *Radio Promotion*; Adolph Schneider, *Script Writing for Radio and Television News Services*; Ferdinand Wankel, *Uses of Broadcast and Television Equipment*.

IT HAPPENS AT NBC

(Continued from Page 7)

postcard on his "California or Bust" trip. Ed's back in New York—busted. He got as far as eastern Nebraska in the record breaking time of twelve days. And we do mean breaking—he broke down in every state.

For a first hand eyewitness account of California, we suggest that Ed see LaVerne Heuer who

has just returned from the Golden State.

Rosemarie Gordon is leaving for California to study.

We reluctantly said goodbye to Charlie Squires who has left us to join the Fletcher D. Richards Agency. In turn we welcome Jean Woodside, formerly of International, to the Library, and Betty Herkert, just out of Adelphi College, to Circulation.

Our thanks to Willard Zurflied, who is bowing out as Research Columnist, for doing such an excellent job.

STATIONS

STATION RELATIONS — A loss and a gain. Our loss was Adrienne Krucher, secretary to E. B. Lyford; our gain was Saravette Royster, a charming Raleigh, North Carolina gal who is proof that the South has a right to be proud of its pretty girls.

The flurry seen around this department one week last month was just Adrienne running around bidding good-bye to everyone. She claims that she was treated so elegantly at all her farewell parties that she'd get married more often just "for the fun of all those luncheons."

Speaking of gleams, Bill Kelly had a very noticeable one in his eyes, possibly the forerunner of a howl, when he heard that he was to escort one of our stations' beauty contest winners around town. Bill is all in favor of bigger and better Station Relations.

Understand Norm Cash is having a bit of Chanel allocation trouble since his young daughter Cammy drank a bottle of No. 5. **TRAFFIC**—We have a new addition to our group. Joan Duggan, who hails from Westwood, N. J., has taken over Kay Godson's job as secretary to Steere Mathew. Kay has moved into Matt Boylan's group.

Bob Rudick, formerly of Communications, has been transferred to Engineering. Francis Trudell, formerly of News and Special Events, has taken over Bob's job.

Bill Forrester of the Reports Division has joined the National Guard.

TELEVISION

Telengineering welcomes Louis Peduto, Anthony Romeo, John Lake, Walter Van Gieson and Matthew Bracic. Production Fax welcomes Sally Meehan, new secretary to Bob Brunton, and Mildred Diefenbach, Daniel Durney, Arthur Ross, Lester McGregory and effervescent Bill Farrington from GR.

Teleprogram was glad to see John Gaunt before he left for the Coast, and welcomes Burke Miller's secretary, Betty Morrison.

Telesales welcomes Mary Harris, a former guidette, as receptionist. Andy and Ann Anderson have been

PROMOTIONS

Dorothy Alexander, Controllers, to a new clerical position.

Joan Bacco, Controllers, from Typist-Clerk to Payroll Clerk.

Ruth Berg, Research, from Statistical Clerk to Sr. Statistical Clerk.

Elizabeth Dilworth, Television, from Report Clerk to Programming Assistant.

Vsevolod Kondratiev, International, from Writer-Announcer to Sr. Writer-Announcer.

Anthony Lefevre, Guest Relations, from Page to Control Desk Clerk. Rita Morey, Guest Relations, from Guide to Tour Cashier.

George Neumann, Engineering, from Video Control Engineer to Technical Director.

Mary Jane Orth, International, from Senior Music Clerk to Recorded Program Builder.

Henry Rudick, General Service, from Electrician to Assistant Chief Electrician.

Eugene Saerchinger, International, from Writer-Announcer to Sr. Writer-Announcer.

John L. Siebert, Engineering, to Staff Engineer.

Courtney Snell, Engineer, from Video Control Engineer to Assistant Field Supervisor.

Frances Souza, Research, from Trade Magazine Assistant to Survey Assistant.

Edward Starr, Press, from Copy Boy to Staff Writer.

Hugh Teaney, Guest Relations, from Desk Clerk to Main Hall Receptionist.

Lillian Tierney, Guest Relations, from Guide to Tour Cashier.

Emilio de Torre, International, from Senior Writer-Announcer to Acting Regional Supervisor.

Edwin Vane, Guest Relations, from Page to Desk Clerk.

sailing up and down the coast for three weeks.

WNBK

Vacation plans are the main topic of conversation in Room 416 these days. By fall, we should be the best travelled group in NBC. Marge Hutchison was in northern Wisconsin for two weeks in June; Don Norman and his family have left for two weeks in Arkansas; Dick Stahlberger is in Canada and Tom Page in Connecticut. We even have a representative to foreign soil. Murry Harris has gone to England for three weeks and will enjoy the Olympics while there.

One of the biggest events of the season was a party that the staff gave for Jim Gaines and Tom McFadden. Our clever creative writers in WNBK wrote a 15 minute script for radio presentation which they recorded, portraying the rise of the two men to their present positions in NBC.



Chimes

NEWS AND VIEWS
OF NBC PERSONNEL
IN NEW YORK

SEPTEMBER • 1948

VOL. 6 NUMBER 7

NBC REGISTERS EMPLOYEES FOR DRAFT



Registering for Selective Service at NBC. Eugene Alexly Treasurers, is signed up by Don Bogert, Employee Services.

Room 694 became Registration Headquarters for NBC employees of draft registration age early this month. On September 2nd, 3rd, 7th and 8th, NBC men between ages eighteen and twenty-five registered here for Selective Service.

Although employees of registration age not using the company registration facilities were required to register on days designated for their age group, those who registered here were able to do so on any one of the four days.

Don Bogert and Jack Davidson of Employee Services were in charge of registration.

NEWS DEPT. KEY PERSONNEL REALIGNED

A realignment of key personnel in the News Department to permit a smooth integration of sound broadcasting and television news was announced last month.

In the new alignment, Francis G. McCall, formerly Manager of Operations of the News Department, has been named Director of News and Special Events.

Adolph Schneider, who had formerly been Assistant Manager of Operations, has been appointed Director of Television News and Special Events.

Joseph O. Meyers, Assistant to William F. Brooks, Vice-President in charge of News and International Relations, has been named Manager of Operations. Burroughs H. Prince, who has been serving as Assistant Manager of Operations, will be Night Manager of Operations.

TOWNSEND, SNELL TRANSFERRED TO NBC TELEVISION IN CHICAGO

Charles L. Townsend and Courtney Snell, New York video control engineers have been transferred to NBC Chicago to aid in the preparations and operations of WNBQ.

Mr. Townsend has been appointed Television Operations Supervisor there, and Mr. Snell, Field Supervisor.

Mr. Townsend began his radio career on WLS, Chicago. In 1931 he joined the National Broadcasting Company in that city as a studio engineer. He was transferred to New York in 1937 as video control engineer.

During the war he worked with OSRD on an RCA project for the U. S. Navy. He aided in the design of a video camera and field transmitter which was installed in Navy planes.

Mr. Snell joined NBC in 1934 as a Page in Guest Relations. He worked his way through several divisions of the Engineering Department until he became a video control engineer in 1945.

BOWLING LEAGUE OPENS AA FALL ACTIVITIES

The NBC-AA Bowling League stepped out in front to begin the new AA season, as its sixteen teams sent the first balls of the 1948-49 schedule down the Radio City Bowling Alleys on September 16. First night was practice night to give new bowlers a chance to establish their averages. Serious team competition will begin September 23.

At a meeting of the team captains, called last month by Bowling Chairman George McElrath, several changes were made in the rules affecting the bowling schedule and the method of determining team handicaps and blind score. This year thirty-one games instead of the usual thirty are scheduled, the extra game to be played on position night, January 20.

NBC-ites who are interested in bowling may get in touch with Vincent Carey, Secretary of the League, on Ext. 740 to have their names placed on a reserve list. They will then be called upon to fill in for absent bowlers and will have the opportunity to become regular keglers.

NBC TELECASTS U. S. S. LEYTE MANEUVERS

In one of the most elaborate and significant television experiments yet attempted, NBC sent its video camera out to sea on board the U.S.S. Leyte to relay back to shore a full pictorial account of the carrier's actions during mock battle maneuvers 35 miles off New York on August 29.

In spite of the technical problems involved, the telecast was successful and an estimated 2,000,000 video viewers in the East saw all phases of a carrier operation, including take-offs and landings.

The chief problem that faced the NBC Engineering crew under Alfred E. Jackson, Mobile Unit Technical Director, was that of keeping the directional television transmitter aboard the carrier constantly "homed" on the receiver atop the Empire State Building. To solve this, the engineers developed a portable transmitter which was installed in one of the radar fire control units which kept the microwave beam trained on the receiving point despite the ship's maneuvering and rolling.

U. S. Navy officials hailed the telecast as a "tremendous and limitless" potential for communications between warships and pointed out that television would enable the Navy to see as well as locate the enemy in time of war.

Noel Jordan, Director of Field Programs, was producer, and Doug Rodgers, Field Director, directed the Program.

EMIL ROHNER PROMOTED

Emil Rohner has been appointed Research Assistant in the Research Department. He replaces Charles Squires who resigned from NBC to join an advertising agency.

Mr. Rohner has been with NBC since 1940 when he joined the General Service Department. Following four years in the Counter Intelligence Corps during the war, he returned to the company in the Research Department.



NBC and Navy personnel being briefed in ward room on board the U.S.S. Leyte just before historic telecast of the carrier on mock battle maneuvers. Shown here are announcer Radcliffe Hall; behind him, Alfred Jackson, Mobile Unit Technical Director, who was in charge of engineering preparations; Bob Stanton, Television announcer; Doug Rodgers, who directed the program, and Ray Forrest, Television announcer.



WINIFRED M. CARTER, *Editor*

STAFF

Don Foley—Adv. & Prom.	Elizabeth Moloney—Legal
Kay Henderson—Cont. Accept.	Elaine Simpson—National Spot Sales
Joan G. DeMott—Controllors	Rose Sheeky—Network Sales
Hal McConaghy—Engr., Air Cond.	Agnes Sullivan—News & Sp. Ev.
Jane Kenney, Mary Cregan—Engr., Aud.-Vid., Facilities	George Swisshelm—News
Ed Watkins—Eng. Empire State	Betty Smith—Personnel
Vincent Genzardi—Engr. Maint.	Roselle Hubel—Press
Ed Stolzenberger—Engr. Master Control	Robert Wogan—Program—Announcing & Production
Mary Bell—Engr. Recording	Phebe Crosby—Music
Willard DuBois—Engr. Studio & Field	Tom Adams—Script
Mel Stickles—Bound Brook	Frank Loughran—Sound Effects
Bill Haerer—Port Washington	Pat Gormley—Supervision
Mary Heller—General Service	Hilda Watson—Public Aff. & Ed.
Ed Williams—Gen. Ser.	Marilyn Costello—Radio Recording
Charlie Atlee—Duplicating	John Marsich—Research
Cal Wheeler—Gen. Ser.—Mail Room	Marion Lucas—Station Relations
Jo DiMarco—Gen. Ser.—Steno.	Kay Collins—Traffic
Jeanne Conkey—Guest Relations	Terry Gurback—Television
Rosemary Pfaff—Information	Ernestine Thomas—Treasurers
Eileen Tobin—International	Betty Michaelis—Treas.—Pur.
	Marjorie Hutchison—WNBC
	Photographers—Art Selby, Sy Friedman

A MESSAGE FROM CHARLES R. DENNY

Broadcasting is anything but a humdrum business, and at times it is exciting and even spectacular. Yet most of us in the NBC organization do not have the responsibility for planning or producing programs, or for doing anything spectacular at all.

We seldom stop to think that the regular day-in, day-out operation of a network—putting sixteen hours of programs on the air, no two alike, no two with an identical line-up of stations—is a miracle of efficiency and teamwork on the part of thousands of individuals. Essential to this process are all the functions of selling, advertising, publicity, accounting, contacting stations and many other jobs that seem far removed from putting programs on the air. Everybody in the company makes a definite, necessary contribution to that end result.



Charles R. Denny

In the early days of broadcasting this whole efficient operation would have been phenomenal. Today it is routine.

It is a stimulating though sometimes disturbing thought that every word and sound the network puts on the air is multiplied by a factor of many millions. The impact of everything that goes into the microphone is magnified to enormous proportions, as the sound comes forth from millions of loudspeakers in homes from Bangor to San Diego.

If one washing machine or one tube of toothpaste that leaves a factory is defective, only a single customer is displeased. But if one program, or even a tiny segment of it, is substandard, the good-will of the network may suffer in millions of homes.

Conversely, when we ring the bell with something extraordinarily fine in the field of music or entertainment or public affairs, our success is magnified to heroic proportions.

No wonder broadcasting is a fascinating business. It would be hard to find another in which the quality of work done by every individual counts for so much.

NBC EMPLOYEES FORM BLOOD DONOR UNIT

Twenty-six NBC employees contributed blood to the Red Cross on August 26, forming the nucleus of an NBC Blood Donor Unit.

August 26 had been named Blood Donor Day by WNBC which turned Studio 3A over to the Red Cross for a Blood Bank. As part of an all-day appeal for donors, announcer Radcliffe Hall donated a pint of blood in the special mobile unit set up by the Red Cross and described the procedure to listeners on "Metropolitan News Roundup".

Under the Red Cross Blood Program each donor receives credit for each pint of blood contributed. The Red Cross will then place an equal amount at the donor's disposal at any hospital when it is needed. The formation of the NBC Blood Donor Unit means that NBC employees may obtain protection for themselves, their immediate families or fellow workers.



Charles Vaill, WNBC, being given brief physical exam before donating blood to NBC Blood Unit on Blood Donor Day.



Joan Hansman, Research, Winifred Carter, Personnel and Walter Giebelhaus, General Service, have snack after donating blood.

NBC NEWSREEL TO MOVE PRODUCTION HQ OCT. 1

The NBC Television Newsreel will move into new quarters in the RKO-Pathe Studios at 106th Street and Fifth Avenue on or about October 1.

The entire job of editing, processing and storing the films will be performed in the new studios which were leased from RKO-Pathe last May.

After "moving day" in October the newsreel will be integrated within NBC's news operations.

NBC MIDWEST TELE NETWORK BEGINS OPERATIONS SEPT. 20

The NBC midwest television network comprising five stations at the outset will begin regular program operations on September 20.

Original members of the network are KSD-TV, St. Louis; WWJ-TV, Detroit; WTMJ-TV, Milwaukee; WSPD-TV, Toledo; and WBEN-TV, Buffalo.

WNBQ, Chicago and WNBK, Cleveland, are scheduled to begin telecasting later this fall.

The midwest network is expected to be joined with the NBC east coast network by January 1, 1949.



KNBH, the new NBC Television Station on Mount Wilson, Cal., nears completion. According to Raymond Guy, Manager of Radio & Allocations Engineering, KNBH will be conducting test operations by the middle of this month. From this spot over a mile high, one can see 100 miles on a clear day, with Los Angeles spread below in a vast panorama.

ADVERTISING & PROMOTION

To the desks in 217 . . . to the place where A & P dwells has come Frank McMahon to take over Doug Butler's Radio Recording promotion job. Frank, a former lieutenant in the Navy, has worked for Compton Advertising Agency and managed his own book publishing house, The Old Wine Press.

Diaper derbies . . . are staged every Thursday night at the New York Foundling Home on 68th Street. Usual winners are Dorothy Donovan and Carol Moran who spend the evening there helping the regular nursing staff take care of the many babies. Wearing voluminous white gowns, these two bathe, feed and tuck the youngsters into bed, trying the while to keep up with the tide that is making the diaper business one of the nation's most rapidly changing industries.

The folks in Forest Hills . . . have more than tennis matches to watch these days. Enid Beaupre's constant companion, Tobey, a huge, talking cat, has received his new car. Ordered some time ago, this Super Market basket, convertible type, enables Tobey to have his airing every day, protects him from belligerent dogs, and lets him make sure that Enid orders enough cat food on her visits to the store.

Blurbs and Tip-ons . . . Edie Lisle has a new Packard convertible . . . Pat Steel is going home to Texas for the coyote calling contests . . . the new address for the Carl Cannons is Peter Cooper Village.

CONTINUITY ACCEPTANCE

We all know that our television script reader Dottie McBride is a great favorite with everybody at NBC, but her popularity must be even greater than we realized. It happened at the Texaco Star Theatre rehearsal where Paul Winchell and his dummy Jerry Mahoney were going through their act. A break had been called and Dottie was leaving the studio, when suddenly there was a loud whistle. Dottie turned around and saw nothing but Paul Winchell's back with Jerry peering over his shoulders whistling and following her with his eyes!

With his vacation time nearly over, Jane Readey reports that her beautiful tan resulted from two weeks at Spring Lake, N. J. Jane Crowley divided her vacation between Buffalo, N. Y. and Fairfield, Conn. "Wij" Smith went further afield to West Falmouth, Cape Cod and Pemaquid Harbour, Maine. He also managed to get in a trip to our northern neighbor when he sailed across the Bay of Fundy to Nova Scotia.

CONTROLLERS

On July 26 with a great deal of confusion and commotion we moved

It happens at NBC

into our new quarters in Room 410. Once in, it took a few hours to arrange desks so we could get out again, and maneuvering typewriters through the narrow aisles required a pilot's license. Harold Hartwell and Joe Fuller of our Disbursement Section shifted their desks for about three days before they finally got settled. A filing cabinet behind Harold's desk had kept him ducking every time one of its drawers was opened. Thomas Turner has named the Payroll Office where the windows have no drapes and voices sound hollow the "Echo Chamber".

We said farewell to Marie Milo of the Revenue Section on August 27. Marie has taken another job with an advertising agency.

ENGINEERING

AIR-CONDITIONING — Lloyd Campbell's fame is spreading. We note the recent *Chimes* write-up, but Lloyd and his Seahawks are rivaling the Dodgers for fair. The boys from Laurelton have made feature copy for the sports page of the *Brooklyn Eagle*.

Robert Holritz was so interested in the beautiful surroundings at Miami, Fla., that he couldn't tell us if his hotel was air-conditioned or not. That's really getting away from it all.

FACILITIES — This being a busy year for Audio-Video Engineering, there are several empty chairs whose usual occupants are busy out of town. Larry Lockwood and Gordon Strang are on the West Coast setting up equipment for Hollywood TV operations. Ted Nolen is about to leave to work on the same project. Television construction has taken Rick Caro to Chicago, and Bob Barnaby, also in Chicago, is testing the new tape recorder installation used for daylight saving re-broadcast operations.

We welcome Bill Thompson who has been transferred from General Service as an Architectural Design Engineer. And we're also glad to

see Eric Berglund back after a few months' absence.

Inquiring into the subject of vacations, we find that the people in 517 have done a variety of things, from Fritz Rojas, who declared that he'd had a fine rest, doing nothing, and recommends it highly, to Audio-Video's Manager, Chester Rackey, who reported high seas and high living, but horrible fishing on the power cruiser, "Comus", on Watch Hill and Peconic Bays.

Bill Keowen is recovering from poison ivy contracted while clearing a location for his new home in Glen Head.

Congratulations to Martin Meaney who married Patricia Lawlor Saturday, August 21, at Our Lady Help of Christians, Brooklyn.

MAINTENANCE—With vacations just something to remember now, we can report that Bill Brown did a lot of fishing and enjoyed a much needed rest in Florida; that Herb Muller bought a summer estate near Asbury, consisting of one lot and a one room shack to be henceforth known as Villa Muller; that Pat Rooney and Walter Dibbons turned their vacations into honeymoons — Pat on Sea Island and Walter in his new home on Long Island; and that some of the boys just stayed around home. Among the latter were Sol Salinitro who was up early each morning looking for a new blade of grass on the lawn he had seeded; Ev Geiger who caught up on some of his homework and took time out to go picnicking and auto riding with his family; Bill Irvin who installed new equipment in his home laboratory.

PORT WASHINGTON — Reporting Bill Haerer back to work after including a busman's holiday during his vacation in the form of a visit to the WNBW plant at Washington. Saw a number of old friends but missed Johnny Knight who had already left for Hollywood. Talked to Charlie "Joe" Colledge.



Addie "Texas" Schubert of *Allocation Engineering*, on her vacation in the Catskill Mountains.

Joe Miller, after a stint in the NY-TV studios, is once again holding forth as transmitter engineer at this plant.

Since Matt Bracic's transfer to TV, Bob Milos is ably engineering the morning *Hi! Jinx* show from Manhasset.

Tom Sprague, our technical porter, has been on sick leave with a very painful bursitis.

BOUND BROOK—Hopes for tuna took John Gullans, Stanley Crabtree, Cliff Kerstetter, Roland Paradis, Joe Stemple, and Tom Folger out of Brielle, N. J., on the *Evelyn J II* one day recently, but the gang came back with only albacore, blues and bonitas.

Al Lindstrom has returned from a very pleasant vacation in Vermont, and Trygve Danielsen from a camping trip with his family in Connecticut.

Bernard Isbitsky has been transferred from Bound Brook to the Empire State Television Transmitter. Jack Braverman from NY Engineering succeeded Bernie.

The gold fish in our cooling pond have been excellent food for the cranes visiting our transmitter site for the past month.

GENERAL SERVICE

ROOM 508 and PBX—Don Meissner left the company August 20 for reasons of health. He had been a familiar figure at NBC for twelve years. Before he got away, however, his many friends gave him much to remember them by—a pen and pencil from the gang in 508; a gold tie clasp from the Protection fellows; a leather music case from the gals in PBX; and numerous personal gifts including a wire recorder from the friends he's made throughout the years. Don did his best to get around to see everyone before he left, but in clearing up last minute work he got behind schedule in his farewells. So to those he missed, he says "good-bye" in print.

(Continued on Page 6, Column 1)



Don Castle, *Engineering*, proudly introduces his three month-old daughter Mary. Mary's mother is former cashier Mary Lou Irvine.



Bruce and Ricky Berglund, sturdy sons of *Engineering's* Eric Berglund, take Fort Ticonderoga while on vacation trip.



The Main Hall where the public gets its first glimpse of NBC. Here visitors line up for broadcasts and broadcast tickets, buy NBC tour tickets and find out the location of the nearest telephone booth. On the left are Pages Frank Struzieri and Ralph Hansen. Right, Tour Cashier, Perry Cross.



On the reception desks throughout the studio sections, Pages greet guests, clients, artists, direct them to studios and offices. One of the busiest is on the 3rd floor where Pages take Radio Registry calls for artists. Here George Swearingen gives a message to announcer Bud Collyer.



One week's intensive training plus time spent studying radio and NBC history and new developments in the industry prepares guides for questions tourists may fire at them. Ira Cavallo entertains a group at the jeep in Studio 9G. Bob Garthwaite stands by to monitor equipment.

GUEST RELATIONS

Pages and Guides Are In Radio and On Their Way Up

When NBC established its Page and Guide Staffs, it was writing the first paragraph to hundreds of success stories and was laying additional groundwork for its own future structure and, it might be said, that of the radio industry.

For since the first NBC tour left the mezzanine desk, over 2,000 young aspirants to radio careers have passed through the Guest Relations Department. Today there isn't a department at NBC in which former Pages and Guides aren't making their marks. Some have risen to become department heads. Of those who left the company, several hundred are with radio stations as announcers, directors, writers, station managers and station owners.

Practically speaking, guest relations means public relations, for since 1933 NBC Pages have ushered 13½ million people to their seats at broadcasts, and the Guides have given sound effects demonstrations before 6½ million tourists. Today's staff of 81 Pages and Guides—seven are Guidettes—are handling over 100,000 visitors a month. As President Niles Trammell said recently, "They are a very able group of people, and I am tremen-



Radio fans get out early. Before 9:00 a.m. every morning—this is Monday—seekers after broadcast tickets line the Main Hall and Mezzanine steps to Control Desk where Howard Bayha, Reception Supervisor, distributes surplus tickets for the day's broadcasts. Tickets are gone by 9:30.



When 20,000 Lions descended on New York last month and, so it seemed, took the NBC tour, it meant that Pete Tintle, Assistant Manager of Guest Relations had been at work on tour promotion. Pete also directs guide staff operations. Here he and Jeanne Conkey inspect a new tour ad.

dously proud of their contributions to NBC's reputation with the public."

Broadcasts and tours aren't the whole job. Pages man the Main Hall and four floors of the studio section day and night, serving clients, advertising people, radio artists and fellow employees. Both the Page and Guide Staffs are on duty in staggered shifts from 9:00 a.m. until midnight.

In between visitors, the Pages and Guides are constantly gleaning information about NBC and radio. They fill Pat Kelly's announcing class and are enthusiastic NBC-Columbia University radio students. Most of them are college graduates (one was a Ph.D.) or are attending college, majoring, of course in radio. Many have had writing and acting experience on college or local stations. In view of such ambitions, they don't stay Pages and Guides long, but soon start to climb the ranks within NBC or are off to a coveted announcing job half way across the country.

A few years ago, in the now extinct "GR News", the Pages and Guides wrote about themselves as "NBC's solution to the problem of a young fellow breaking into radio . . . You are a page and shortly thereafter you are a guide . . . You get books from the library. You talk and associate with fellows interested in radio. You pick up all kinds of information. You steep yourself in radio and find out what it's all about . . . You attend announcers class or a production class or a script class . . . You get to be good at some phase of radio and become valuable . . . You are in and on your way up."



Recent GR alumni. Rear, l. to r.: Ed Taffe, Paul Frank, John Curran, Bob Holt, Joe Rothenberger, Bill Kelley. Cen.: Joan Tito, Clair Trainor, Sylvia Hutchinson, Barbara Brady, Lee Foronda, Pat Hennessey. Fr.: Ken Crosshwait, Michael Yahia, Alice Kennell, Rosemary Pfaff, Tom Flanagan, Bill Farrington.



The Ticket Division of the Guest Relations Department handles all broadcast tickets distributed by NBC, which represents 30% of studio capacity. (Client gets 70%.) But these former pages and guides make that 30% go far, as they receive six to seven hundred letters a day requesting tickets.



All letters are answered by form letters or "dots", and most requests filled a week before the broadcast. Ticket distribution is a public relations job ably handled by (picture at left) Jim Van Gaasbeek, Anne McGuire, Nancy Johnson, Larry Tery; (center) Jim Schaeffer and (right) Bob Fisk.



In their new study room, college student Pages, Guides and Guidettes study for their next classes, keep themselves up to date on what's new in radio, or just rest weary feet. Shown here are l. to r. Mary McGary, John Falk, Carolyn Cadden, Eugene Zuber, and Rita Morey.



Here are the guides' guides—l. to r. Paul Rittenhouse, Manager of Guest Relations, once a page himself; Charles Hammond, Vice-President and Assistant to the President, Bill Ervin, Executive Assistant to Mr. Rittenhouse, and Clay Morgan, Assistant to the President.



General Service gathers round Don Meissner (left) to wish him goodbye and good luck as he leaves the company. Shaking Don's hand is Edward M. Lowell.

(Continued from Page 3, Column 4)

Stepping into Don's shoes as Communications Supervisor is Frank Mocarski. He leaves his former post of Service Supervisor to Lou Anderson. Dick Close leaves Administration to become assistant to Walter Giebelhaus, Manager of Building Maintenance.

Promotions in PBX include that of Mary Driscoll to Supervisor, and of Helen Lorenz to Training Supervisor.

We welcome Daniel Harrington to the Protection staff and Gertrude O'Connell to PBX.

Lou Anderson brings back a fish tale from his vacation trip to Florida where he took in the Everglades and Key West. Lou tells us he caught an eight foot shark which, however, he released to join its brother sharks once more.

DUPLICATING — Gil Wohl who started this column in *Chimes* a few months ago has resigned from NBC. But with this issue we're hoping that it will be carried on regularly.

The main topic of conversation in Room 502 is—who did what and went where on vacations. It makes for interesting talk from fellows like Ray Coutant, Harry Lloyd and Charlie Atlee who spent their two weeks at National Guard Camps, and Bill Leary who devoted his time to the Marine Corps Reserve. Martin Devine visited Washington, D. C., and James Orre went home to see his family in Scranton, Pa., and also took in the sights of Philadelphia and Washington.

Future plans are being laid by Bill McMurray for visiting his family who run a motor court in Florida, Helen Gonzales for a gay trip to Cuba, and Ed Williams for a week in Connecticut.

MAIL ROOM — We bid a fond adieu to Carl Vanvick who leaves us to attend Champlain College in Plattsburg, N. Y., and to Joseph Radd who has received an athletic scholarship in a New Jersey college. Newcomers are John Butler and William Rogers.

Evie Varian looks more tired now than she did before she left for her vacation. Did I say vacation?—Two weeks of shepherding four small nephews to zoos, parks, beaches, movies, etc. No more need be said.

Dave Bellin is still beaming over his new 1948 Chevrolet convertible. His parents gave him a choice of the car or a motor boat for his birthday. Since it doesn't rain enough to warrant piloting a boat to work, Dave selected the car.

Joe Venum and Ernie White were discussing fish when Joe remarked that he raised goopies. Ernie replied that they are called "guppies". Joe was determined, "No, 'goopies'". Whereupon Dick Welsh insisted that guppies was correct. To prove it he produced Webster's tome. "What do you know," Joe remarked, "for six years I've been raising impostors!"

STENO — Steno said farewell to Lee Blake who left NBC August 20 to become a first grade teacher in South Carolina. We all wish her the best of luck.

When is a vacation not a vacation? Betty Kieffer has the answer. One Friday last month Betty said goodbye to all of the girls in Steno as she was leaving for her vacation. The farewells over, Betty suddenly realized that it wasn't until the following Friday that her vacation began. The next day she called Ellie Rummo who was working on the weekend to tell her her troubles and to ask her to warn the girls in advance so they wouldn't make a commotion when Betty walked in at her usual time on Monday. A week later Betty was off once more, this time for the real thing.

GUEST RELATIONS

The Lions roared in and out again, leaving a bedraggled guide staff a little worse for wear. Those who like merry-go-rounds, three ring circuses, and all day hiking trips were in their glory during one of the busiest times in GR



Renie De Vonyar, Steno, didn't have to go far for a good time on her vacation. Here she is rowing at Tibbetts Brook Park, Yonkers.

history. 20,000 Lions were in New York for the convention, and a very weary and footsore staff is convinced that every one of the 20,000 took the NBC tour. Grapevine has it that after the third day, one tired guidette fell asleep on the subway while on the way home. When the train came into her station she suddenly awoke shouting, "Follow me folks, right this way!"

Seems that everyone is leaving at the same time—Frank Carbonara, Harriet Fletcher, Don Kivell, Dan Jonker, Charlie Palmer and Bob Cash—all of whom will be in school this fall; Gene McGuane to take an announcing job at WORK, York, Pa.; and Harriet Taylor who became Mrs. James Hoskinson on September 11.

We extend a big welcome to Annette Simmons, Ed Cosgrove, Leon Tokatyan, Harold Welsh, Robert Black and Ralph Bennett of the Guide Staff; and to the Page staff, Don Bidwell, Al Schoemann, Fred Johnston, Richard Spittel, Bob Garber, and Tom McCarthy.

We hope everyone took a good look at the cover of the August 21 issue of *Host*. It's adorned with several of our young men of distinction!

INFORMATION

This month brings new changes to the Information Department. We said farewell to Bob Tiedje who is now a time salesman for WINR, Binghamton, N. Y. We say hello to Eileen Tobin, our new correspondent, formerly with the International Department.

Vacations took Patricia Denham and her husband to Maine and Canada, Alice Kennell to Cape Cod and other points of interest in New England, and Rosemary Pfaff to Pennsylvania and the Finger Lakes and Cherry Valley sections of New York State. Kathryn Cole enjoyed her summer home in Ocean Grove, N. J., and Arax Kazanjian vacationed at Asbury Park, N. J.

LEGAL

Marie Hanley returned from her vacation with a sparkle in her eye and a sparkler on her third finger left hand. The lucky man is Jack Dartnell.

Jeanne Bishop has joined Legal as secretary to Mr. Gustav Margraf. She was formerly in the Script Division. Another Jean, surnamed Kendall, is now Bob Myer's secretary.

When we asked what the vacationists planned for their two weeks, we received vague replies and vaguer looks; the returnees have said even less and seem to be in need of another vacation. So you be the judge.

NETWORK SALES

After many months as Network



FOR SALE — Automatic Rolleiflex F3.5 Tessar, pre-war model, excellent condition. Equipped with Rolleikin and standard backs. Two leather cases. \$225. Roselle Swenson, Ext. 357.

FOR SALE—Lionel Electric train. One engine, three cars, caboose. Brand new. Bob Zweck, Ext. 450 or note to Engineers Lounge, Room 558.

FOR SALE — RCA Victor table radio-victrola combination. Model U-9. \$35. Ruth Norris, Ext. 732.

Sales columnist, Fran Barbour has resigned from *Chimes* staff.

Frances DeGonnaro looks forward to coming into work every day so she can continue the duel of paper-dolls with the girls in 416. She really had them guessing one hot summer day when she hung up Christmas decorations. Blame it on the carpenters who left a ladder near her desk.

Too bad Helen Lampros hasn't been able to discover who Woody Woodpecker is. Someone has been calling her up, announcing "This is Woody Woodpecker", laughing gleefully and then hanging up. Nancy Ewels, Ruth Barrett, Rita McCarthy and Doris Whyte have all had the same experience, but Helen seems to be Woody's favorite.

PERSONNEL

A yen for lake trout took Bill Roden to the Adirondacks for one week of his vacation. Trout Lake, however, belied its name and gave up only bass. So throwing a pack over his shoulder, Bill stalked off in search of a lake more favored by his favorite fish. After miles of hiking he came upon a small lake high in the mountains. Although no pictures are available, the satisfied glow on Bill's face is proof enough that the big ones didn't get away.

Three who stayed home to enjoy their two weeks were Seth Faison, Neil Knox and Don Bogert. Seth commuted daily to the beach, Neil explored the wilds of Long Island, and Don just sailed and sailed in his Snipe.



To Tom Adams, Program, his second son, on August 24. Weight 6 lbs., 10 3/4 oz. Name: Rob Easton. To Paul Wandel, Research, his first son, second child on August 22. Name: Robert Paul. Weight: 8 lbs., 12 oz.

PROMOTIONS

Helen Jackson, Program, from Secretarial Assistant to Operations Assistant.

Eugene McGuane, Guest Relations, from Guide to Tour Cashier.

James Miller, Press, from Sr. Staff Writer to Column Editor.

Vincent Mitchell, Program, from Operations Assistant to Supervisor, Booking Office.

Stephen Riddleberger from Accounting Clerk, Radio Recording to Assistant to Budget Officer, Executive.

Emil Rohner, Research, from Junior Research Assistant to Research Assistant.

PRESS

So far, a total of 245 feeble jokes have run their course in the Press Department. They were inevitable when one day last month Pat and Mike came to work. Pat McGroarty is the new assistant copy editor, and Mike Dann is the latest addition to the writing staff.

Latest transfer to this office is Zena Bier, who came from News and Special Events.

Love's Labour Lost — Column Editor Jim Miller while vacationing at his father-in-law's place in Bucks County, Pa., offered to fix the leaking roof. He completed the job after sixteen hours, hobbling about and cobbling under the hot summer sun. Next night it poured, and his father-in-law, asleep in bed, got soaked. Says Jim: "There were two blown tops that night." At the same time, Allen Kalmus, Television Editor, visiting his wife's folks in Pine Hill, N. Y., encountered some difficulty, too. This time it was with a stone wall his father-in-law was building. Insisting that the work was taking much too long, Allen rolled up his sleeves and went to work, predicting the stone wall up and completed in twenty minutes. At the end of twenty minutes the only things up were Allen's sleeves and his blood pressure.

Helene Schuck has been picked by City Islanders as their choice for the City Island Miss Subways. She is described in the Parkchester Press-Review as "... tall, dignified ... a statuesque blonde with Viking blue eyes and smoothly chiselled features." Line forms outside Room 400, gentlemen.

PROGRAM

MUSIC—Joanne Kirk Willis wandered in the other day with a "doll" in her arms—to wit her seven weeks' old daughter Karen, a most dainty and feminine little lady. Kirk has been on leave for some months, and now makes her resignation final.

Apropos of children, brain-children this time, we found five of



Agnew Horine, *Sound Effects*, enjoys a back yard picnic with his family at home in Elmhurst.

Frank Heffer's organ compositions recommended in *The Hammond Times*.

Out of the organ loft where we store everything from aged Christmas trimmings to the latest "pop" orchestrations, we dug a figurative but friendly welcome mat for Margaret Snider, Nelle Rahm and Mimi Wines, formerly of Television Music. We've been working with them for some time, and in order to consolidate operations geographically and administratively, they have been transferred to our division. The problem at the moment is where to put them, their desks, and their turntable — but Thomas Belviso vows he will manage somehow.



SOUND EFFECTS — Max Russell has been ill at home for several weeks. At last report, however, he was feeling much better.

Jerry McGee is proudly displaying pictures of his dog Fibber who won three blue ribbons at the dog show at Coney Island.

SUPERVISION—Summertime, vacation-time, they're synonymous! What a desolate, barren waste 408 was! Dolores Dillon vacationed in Connecticut by the banks of a river with no name; Isabel Finnie chose a lovely spot near New London; Jean Meyers went to Point Pleasant; Arch Robb played golf, golf and more golf at the Adirondacks Club in Old Forge, N. Y.; Billie Read Palmer went to Nantucket with her best fella, Louis Palmer; and Pat Gormley went to Westhampton Beach, loving every minute of it.

Bill Stern now has many intriguing stories to tell of the Olympics in deare olde England.



Johnny McIntosh, a regular boy, is the three and a half year-old son of Hamish McIntosh, *Traffic*.

RADIO RECORDING

You can't stop the contagious disease spreading throughout the Radio Recording Department. The first person to be bitten by the bug was Corinne Ermant. Soon after Joyce Walsh was stricken, and just the other day I met Joyce Holliday in the hall and learned that she too had been caught in the epidemic. There is no stopping this tidal wave. Even a newcomer such as Leslie Harris also shows symptoms. Doctor's diagnosis — *marriage*.

Steve Riddleberger bid goodbye to us all last month to take a new position.

Get well wishes are in order for Bert Wood and Frank Macauley, both currently on the sick list.

Vacationing Carole Tavaris writes that the Poconos are lots of fun. Recommendations for beach resorts come from Charlie Hicks, Merrill Lynn Grodnick and Marilyn Costello who praise Virginia Beach for good times.

RESEARCH

Did you know that — Ed Broadhurst is expecting another heir; Pauline Sherman is going to retire to the home front to wait for her new and first addition; Consuela Roenne said, "I do," Ed Birsner is no longer an eligible bachelor? Ed married the former Alice Cavanaugh in the Marble Collegiate Church in New York, and Consuela married Dr. Clifford H. Marsh in the Church of the Ascension in Rockville Centre.

Those gladiolas which have been beautifying the library these days are the same kind which won three prizes in the Hartford Flower Show for Frances Sprague's husband.

Research welcomes Frances Benitegna in the New Research Section. Back from far-away vacations are Dwayne Moore from Kansas, Ruth Gross from Canada, and Emmie Hill from Texas.

STATIONS

TRAFFIC — A glamour gal from Hollywood paid us a visit last

month. It was none other than Mrs. Dorothy Michel Cook, Traffic Manager of KFWB, Hollywood. Before going to Hollywood, Dottie was Assistant Supervisor, Commercial Traffic. Marge Hadley tossed a cocktail party for Dottie and her husband, who is Marge's brother.

TELEVISION

The noises heard on the 7th floor are not from the First Aid Room. It's Television having growing pains. When the new offices are re-finished, there'll be room enough to house the big brass band from Brazil—off camera.

But the camera should be trained on the bevy of telegenic gals on that floor—Rosemary Sullivan, Pat Roche, Joyce Olsen, Betty Bergen, Helen Bartlett. Marie Finnegan will also seven-up it to J. Robert Myer's office.

Pull in that lasso, podnah. Here come two of television's best—from the East to the Golden West. Good-bye and best of luck to Ed Sobol and Noel Jordan.

The door string to 688 has been unlatched and the welcome mat dusted for Joyce Sentner and Sally Meehan.

TREASURER'S

Reporting back for duty following vacations are Doris Johnston who spent a quiet week at Putnam Lake, N. Y., Herb Schumm who ventured to Chicago, Gene Alexy who took life easy at home, Ellen McEntegart who took the Saguenay cruise and Erna Thomas who went south to the Jersey shore.

Herb Schumm will leave the bachelor class on September 7. The lucky girl hails from Chicago.

Speaking of lucky girls, have you seen the sparkler Ellen McEntegart is sporting on her third finger left hand?

We were indeed pleased to receive a little white card with blue edging announcing the arrival of Robert G. Van Wert, Jr., on August 4. His proud parents are Robert and Margie Doherty Van Wert.

WNBC

WNBC is settling down with the return of all hands from their vacations.

Tony Provost and his wife enjoyed a week in Bermuda, and Murry Harris is back from England. Michele Lescure headed for Canada, but returned to Massachusetts after being disappointed in not finding her hotel reservations as planned. Other New England travelers were Doris Patterson who spent a week in Massachusetts, Fred Heywood in Maine, and Jack Warren who took an extended tour throughout New England and Nova Scotia. Ray Johnson turned southward to Maryland.



NBC Day At Huntington

(Clockwise, starting top left)

1. Just arrived at Crescent Club—Mary Cooper, Program, Helen Miller, Script Division, and Jane Ready, Continuity Acceptance.
2. Marilyn Costello and Florence Meyfohr, of Radio Recording headed straight for the swimming pool, a cool and popular spot.
3. Mercedes Poyntz and Mildred Dugan of Network Sales seriously attend to the serious business of selecting from the buffet lunch.
4. In one of five softball games, Rose Sheeky, Television Sales, catches, and Betty Smith, Personnel, gets set to hit a homer.
5. Teeing off. No hook or slice here, golf enthusiast Arch Robb of Program drives his first ball straight toward the green.
6. The roast beef looked good to Peg McNeany of Press. It was, too.
7. The dance floor was crowded till midnight as Jimmy Lanin's orchestra played waltzes, rhumbas, sambas, and jive.
8. At the Tennis tournament—Betty Michaelis, Purchasing; John O'Mara, Engineering; Priscilla Farley, Production; Al Walker, Guest Relations; Bud Soden, Spot Sales; and Irene Thorner, Research.
9. Softball spectators—Neil Knox, Lynn Rittenhouse, Jean Collins, Lorraine McCue, Bill Roden of Personnel and Ann Culbert, Research.
10. Winning a dice set as door prize, William Hedges rolls out a seven. Paul Rittenhouse mc'ed as Phil Hanna drew the winning numbers.
11. Outing tennis champion Vincent Genzardi of Engineering and runner-up Jim Miller of Press shake hands over the net at match's

Photographs—Art Selby.



A.A. OUTING

From 9:00 a.m. September 9 when the first bus left 50th St. till 12:30 a.m. when the last bus left the Crescent Club, 300 NBC-ites had a wonderful time wearing themselves out at the Outing. Golf, tennis, swimming, softball—we know of one hardy sportster from Television who had a fling at all four, and still had the stamina to dance till midnight. Time out, of course, for a delicious buffet lunch and a super-sized roast beef dinner.

Tournament prize-winners were Vincent Genzardi, Engineering, who came out tops in tennis; Jim Miller, Press, tennis runner-up; N. Ray Kelly, Television, low men's net in golf; and Joan DeMott, low women's net.

Special sports feature was an exhibition tennis match played by Paul Rittenhouse, A.A. President, and Phil Hanna, nationally known tennis star and radio singer.



Chimes

NEWS AND VIEWS
OF NBC PERSONNEL
IN NEW YORK

OCTOBER • 1948

VOL. 6 NUMBER 8

LUNCHEON SESSION AT SUN VALLEY



Seated are Vice Presidents Ken R. Dyke, Harry C. Kopf and President Trammell. Charles R. Denny, Executive Vice President, is the speaker.

NBC NEWSROOM TRANSFERS TO STUDIO-THEATER, ELECTION DAY

To cover America's biggest political story of the year, NBC's Studio 8-H will be transformed into a special election news center, Nov. 2, it was announced by Vice President William Brooks, at Sun Valley. For the first time, both radio and television networks of NBC will broadcast and telecast up-to-the-minute reports on election returns.

Life Magazine and NBC Television will again unite their news-covering facilities, continuing their successful collaboration begun at the national political conventions.

Television cameras will be trained upon a giant election chart on the stage. Below the charts there will be a battery of news tickers specially installed, and facing the charts will be the control desk, copy table, tabulators, monitoring tables and press desks.

Elevated and facing the entire setup will be the radio commentators' table, with H. V. Kaltenborn and Robert Trout acting as supervisors of the radio operation. Ben

(Continued on Page 8)

FIRST AUDIO-VIDEO CODE ANNOUNCED AT SUN VALLEY

New Standards Presented at NBC
Convention by President Trammell

Opening the second annual NBC Convention, at Sun Valley, Niles Trammell announced the revision of the NBC code, incorporating all provisions of the recently adopted NAB code and initiating the industry's first set of standards for television. The code, which becomes operative Jan. 1, 1949, includes a number of rules for the operation of the NBC network and the six stations owned and operated by the network.

Describing the code as "an inventory of today's general measure of acceptability, presented, not as negative or arbitrary rules, but as a positive framework of attitudes governing NBC's service in the public interest," Vice President Ken R. Dyke explained the provisions to the 350 NBC and affiliate officials assembled for the convention.

In a review of the economic future of sound broadcasting and television, Mr. Trammell stated that the radio industry is in a "generally healthy state. There has been a substantial increase in radio revenue this year. More people are listening to sound radio than ever before, and sets are in use more hours per day than at any time in broadcasting history."

Radio, he pointed out, did not increase its revenue at the expense of other media, but rather increased the total advertising dollar. Television can be expected to follow the same pattern, he said. The challenge to radio, today, he declared, is to hold the increase in sound broadcasting revenues and develop new money for television. In 1953, barring unforeseen developments, he predicted, there will be approximately 11½ million television receivers in operation.

The current outlook on television was discussed by Executive Vice President Charles R. Denny, who told station representatives that the NBC television network may reach a total of 33 stations during 1948. At the end of 1949, he estimated that there would be 2½ million television sets in operation, as contrasted with 870,000, at the end of 1948.

Mr. Denny outlined NBC's new plan for network station affiliation, designed to provide a minimum of 28 hours' television network service a week, 5-6 p.m. and 7:30-10:30 p.m., New York time, seven days a week.

Present plans are to link into the network, by coaxial cable or radio, NBC television stations in the fol-

(Continued on Page 8)

UNITED NATIONS WEEK SCHEDULED, OCT. 17-24

United Nations themes will be featured in special radio programs, and folk dancing, concerts and choral programs in Rockefeller Plaza, for the third annual NBC celebration of UN Week.

Originated in 1945 as a public service feature of NBC by Sterling Fisher, Manager of the Public Affairs and Education Department, UN Week has become an outstanding annual event.

On the air, the following programs will incorporate UN themes into their broadcasts, in the week Oct. 17-24: Living 1948, Chicago Roundtable, Public Affairs, NBC Symphony, and many other sustaining and commercial programs.

Activities for Rockefeller Plaza will be coordinated by Jane Tiffany Wagner, Director of Education, and include a Folk Dance Festival and concert by the Rockefeller choristers, Sunday, Oct. 17; concerts by N. Y. City bands, the Salvation Army band, Reader's Digest and the N. Y. Naval Shipyard Choruses.

Doris Corwith, Director of Talks, is in charge of all speeches both in the Plaza and on the air. Margaret Cuthbert, Director of Public Affairs, is liaison for outside organizations participating in the celebration, and Lucy Towle of A&P and Art Oppenheim, of Press Relations are handling promotion.

NBC-ites To Preview Film Documentary Here in Oct.

Behind Your Radio Dial, film documentary of the people, organization and operations of NBC, will be shown to NBC personnel here, in October.

Brainchild of NBC Vice President Charles P. Hammond, the picture was shot on location at NBC through June, July and early August, by RKO Pathe. Acting as producer for NBC was Roy C. Porteous, Manager of Advertising and Promotion and for RKO, Phillips Brooks Nichols.

Jack Snow and Richard Blake of A&P worked on the script.

Billboard, Oct. 2, acclaimed the film "a high-powered public relations job."



ELLEN RYAN, *Editor*

STAFF

Don Foley— <i>Adv. & Prom.</i>	Elaine Simpson— <i>National Spot Sales</i>
Kay Henderson— <i>Cont. Accept.</i>	Helen Lampros— <i>Network Sales</i>
Joan G. DeMott— <i>Controllers</i>	Agnes Sullivan— <i>News & Sp. Ev.</i>
Hal McConaghy— <i>Engr., Air Cond.</i>	George Swisshelm— <i>News</i>
Jane Kenney, Mary Cregan— <i>Engr., Aud.-Vid., Facilities</i>	Betty Smith— <i>Personnel</i>
Ed Watkins— <i>Eng. Empire State</i>	Roselle Hubel— <i>Press</i>
Vincent Genzardi— <i>Engr. Maint.</i>	Robert Wogan— <i>Program—Announcing & Production</i>
Ed Stolzenberger— <i>Engr. Master Control</i>	Phebe Crosby— <i>Music</i>
Mary Bell— <i>Engr. Recording</i>	Ann Kramer— <i>Script</i>
Willard DuBois— <i>Engr. Studio & Field</i>	Frank Loughran— <i>Sound Effects</i>
Mel Stickles— <i>Bound Brook</i>	Pat Gormley— <i>Supervision</i>
Bill Haerer— <i>Port Washington</i>	Hilda Watson— <i>Public Aff. & Ed.</i>
Mary Heller— <i>General Service</i>	Marilyn Costello— <i>Radio Recording</i>
Ed Williams— <i>Gen. Ser.</i>	John Marsich— <i>Research</i>
Charlie Atlee— <i>Duplicating</i>	Marion Lucas— <i>Station Relations</i>
Cal Wheeler— <i>Gen. Ser.—Mail Room</i>	Kay Collins— <i>Traffic</i>
Jo DiMarco— <i>Gen. Ser.—Steno.</i>	Terry Gurbach— <i>Television</i>
Elizabeth Cox— <i>Guest Relations</i>	Rose Sheeky— <i>Television</i>
Eileen Tobin— <i>Information</i>	Ernestine Thomas— <i>Treasurers</i>
Elizabeth Moloney— <i>Legal</i>	Betty Michaelis— <i>Treas.—Pur.</i>
	Marjorie Hutchison— <i>WNBC</i>
	Photographers—Art Selby, Sy Friedman

OUR AFFILIATED STATIONS

Your president has been cautioned by friends outside of NBC that he was "sticking his neck out" to gather the representatives of all our affiliated stations in one room at one time, and then stand up in front of them and invite them to tell him all their troubles.

I would like to report that I have done just that, my neck feels fine, and the relations between NBC and its affiliates were never more cordial.

Needless to say, the reason I can make such a report is because of the splendid work done by the entire NBC organization during the past year, and in particular by our front-line troops in the Sales, Program and Stations Departments.

The constructive accomplishments at the Second Annual Convention of Affiliates are mentioned elsewhere in this issue of *Chimes*. What no factual record can show, however, is how closely tied together we are with our affiliated stations in terms of mutual respect, interest and understanding.



Niles Trammell

Of the 170 standard broadcasting stations comprising our network, six are owned by NBC and 164 belong to other people. These 164 stations include some of the oldest in the United States—quite a few were on the air before NBC was established. Thirteen of our present network stations carried the inaugural NBC program on November 15, 1926, and have been with us from that day to this. The combined broadcasting experience of all our stations adds up to a total of 3,000 years!

These facts indicate what a treasure of experience and prestige we have in our affiliated stations. Their officers and personnel include a goodly proportion of the best broadcasting brains in the country. Each station represents an investment of many thousands of dollars, and each is an important, highly respected organization in its home city. It should be remembered that what we call "the NBC audience" in each station area has been built up not only by our network programs, but also by the excellent local program service which the station itself creates and delivers to its community during many hours of the day.

It is both a privilege and a pleasure to be associated in the broadcasting business with the high calibre of men, women and organizations comprising the stations affiliated with our network.

Personnel Director Presides

Ernest de la Ossa, Chairman of the N. Y. Personnel Management Association, presided at a joint luncheon session of the N. Y. personnel group and American Management Association, at the Hotel Pennsylvania, Sept. 23.

Mr. de la Ossa is a member of AMA Personnel Division Planning Council.

AA Bridge Group

First session of the Bridge Group was held Tuesday, Oct. 5, opening the Fall Duplicate Bridge Tournament, which will end Dec. 7.

Partners will be determined by lot, and it is necessary to play in five sessions to be eligible for a prize.

The group meets on the following Tuesdays: Oct. 5, 19, 26, Nov. 9, 23, and Dec. 7.

NBC-COLUMBIA BOOK SERIES

Television Production Problems, by Vice President John F. Royal, has just been published by the McGraw-Hill Book Company as part of the NBC-Columbia University Broadcasting Series.

Among NBC contributors to the book are Frederick Coe, N. Ray Kelly, Reynold R. Kraft, Richard McDonagh, Edward Sobol, Robert J. Wade and Ferdinand A. Wankel.

Mr. Royal's book is the third in the series. *Music in Radio Broadcasting*, by Gilbert Chase was the first, published in 1946, and *Radio Newswriting*, by William F. Brooks, 1948, was the second. Copies of the books are available in the General Library.

Library's Winter Schedule

On Oct. 4, the General Library resumed its winter schedule of hours, 9 a.m. to 6 p.m., Monday through Friday.

FRENCH CLASSES RESUMED

Classes in conversational French were resumed Monday, Oct. 4. Miss Simone France, whose method of instruction in practical French has received editorial recognition in *The N. Y. Times*, is conducting the class, for her fifth year at NBC. Miss France stresses phrases most needed by tourists in France.

Instruction is at intermediate level, and classes meet 5:15-6:15 p.m., in Room 694. Tuition fee is \$1.00 an hour payable monthly, and arrangements to join the class may be made through Employee Services, Room 512.

PAT KELLY'S CLASS

NBC Announcing Classes began Wednesday, Sept. 29, at 10 a.m. in Studio 8F, under the direction of Patrick J. Kelly, NBC Chief of Announcers.

Winners of the auditions held Sept. 15 were Dave Bellin, Ralph Bennett, Ira Cavallo, William Clotworthy, Edward Cosgrove, Jim Gaines, Robert Garthwaite, Denis King, Walter Kravetz, Vincent Marcle, Andrew McCulloch, John Naughton, James Orre, Kenneth Reed, William Schwartav and Leon Takatyan.

An article by Mr. Kelly on the "Art of Announcing" appeared in *The New York Times*, Sept. 19.

NEW CHIMES EDITOR

With the departure of Winifred Carter for a tour of Western countries of Europe,

Ellen Ryan joins NBC as *Chimes* editor. After 3 years in the Army—a year in New Guinea and the Philippines—she was with World Bank in Paris, and came to NBC from the staff of *Tracks*, Chesapeake and Ohio magazine.



Ellen Ryan

ARMY THANKS NBC

In a letter addressed to Niles Trammell, Maj. Gen. S. B. Akin, Chief Signal Officer of the Army, recently thanked NBC for sponsorship of the Mobile Radio Broadcasting Company being organized here. General Akin said:

"The Signal Corps is justifiably proud of the contributions made by National Broadcasting Company to our defense efforts and is very grateful for your continued support. The patriotic spirit indicated by the voluntary and enthusiastic participation of National Broadcasting Company is worthy of commendation and exemplifies the democratic principles upon which the defense of our country is established."

The unit, under command of Capt. William B. Buschgen, of Spot Sales, has a potential mission in psychological warfare, broadcasting propaganda and counter-propaganda. NBC Reserve officers tentatively assigned to the unit are Ted Thompson, Bob Potter, Ralph Lovell, Pierre Boucheron, Carl Lindemann, Robert Barnaby, Aaron Neuman, Jack Paine, Ed Starr, Norman Cash and Nevin Price.

The NBC unit is the only Reserve unit of its type being organized in

(Continued on Page 8)

ADVERTISING & PROMOTION

A little grey house in the north has been added to the Dick Blake family possessions. Copy Chief Dick has just bought a house in Barton, Vt., neither antique nor modern, but old, whither he and his family will secede at every opportunity.

The vacant chair in 217 is no longer vacant. The job of Manager of Promotion Production has been taken by Ed Antonioli, formerly of the Cairns Advertising Agency. Ed's home is Mount Vernon.

Messrs. Metro, Goldwyn, and Mayer are all bidding for the services of Roy Porteous now that the NBC film, *Behind Your Radio Dial*, has been released for public showings. Roy arranged the shooting schedule, supervised the script, and, in short, saw the film through from start to finish.

Three men on a horse didn't get as much attention as Edie Lisle when she appeared last month in the rodeo at Madison Square Garden. Edie represented a Pennsylvania dude ranch in a riding competition and acquitted herself right well, podnuh.

CONTINUITY ACCEPTANCE

On one of those hot, hot nights when the temperature hovered around 100°, members of the Continuity Acceptance Department, in relays, boarded a steaming subway express for Brooklyn. The occasion was a farewell party given by Helen Miller for our author, Carl Bottume. Carl has left to finish his second novel at his Branford, Conn., home. We all had a wonderful time, and Helen is certainly to be congratulated for the delicious supper she prepared, in spite of the terrible heat.

Joining us as Carl's replacement is Elwyn Walshe, formerly of the Controllers Department. We extend him a hearty welcome.

We had a visit from Bob Guilbert, of our Chicago office, and Don Honrath and Rouen Westcott, of Hollywood. They were in New York for the yearly Continuity Acceptance Department meetings.

Alyce Reese has finally had an airplane flight! After about a month of calling air lines for a reservation, she managed to fly to Burlington, Vt., on her vacation.

Everybody attending the outing had a wonderful time and agreed it was the best outing we've ever had. A round of thanks should be extended to those who made the outing such a success.

CONTROLLERS

We have quite a lot of sporting blood in this office. If you happened to pass the payroll office some

Monday morning, you might hear Ted Zaer, Payroll Supervisor, and Artie Nelson, Assistant Payroll Supervisor telling some tall fish stories about the mackerel or salmon they caught over the weekend. If you should meet up with John DeMaio, Disbursement Supervisor, you'll hear about a good game of golf that he almost had in the eighties. One of the Disbursement girls, Anne Surowitz, is almost persuaded to take golf lessons. She made out so well bowling that she shouldn't have any trouble golfing.

And now that the bowling season has opened, practically three-quarters of the people in this office belong to the NBC Bowling League. Joan Bacco just started last month, and after bowling three games decided to take instructions immediately. She can't understand why all the pins don't go down every time.

Grace Johnson is all excited this week over the return of her brother, who has been overseas with the Marines for the past two



Martin Meaney, of Engineering, at office celebration of his marriage to Patricia Lawlor.

years. She's been making preparations all week for his homecoming.

We were disappointed at the outing that Lou Newman, Revenue Supervisor, and Michael Boland, Special Accountant, didn't receive golf prizes, because we think anyone who can play 18 holes of golf with one club is very good.

Rose D'Amico, Rose Breglia, Joan Bacco, Evelyn Wulff, Shirley Backhus, Marie Perez and Vera Larson made quite a bevy of bathing beauties at the outing.

Joe Fuller, Bob Burholt, Leslie Vaughan, Bob Murray, Frank Donnelly, Thomas Turner, Arthur Nelson and James Cody also went to the outing and spent most of their time either playing softball or swimming in the pool.

Joan DeMott and Helen Walker also attended the outing, and Controllers was well represented.

It happens at NBC

ENGINEERING

FACILITIES—Rick Caro was married Sept. 10 to Gloria Green. Ann Downing, secretary to Chester Rackey, has announced her engagement to Ben Franklin, former army correspondent, who recently returned from occupied Germany. Congratulations to both members of Audio-Video.

Vacations being over, everyone is busy getting into the swing of things again. Dave Moloney is busy pushing TV installations at 106th Street. Ted Nolen is in Hollywood, but Larry Lockwood is having a tough time getting back to good old 517. Joe Arnone and Eric Berglund have just returned from Cleveland and Chicago, where they were working on plans for TV studios.

"Who's bowling tonight?" This old familiar refrain is echoing through 517 every Thursday. Bowling teams in 517 are Engineering, Construction and Audio-Video. They all got off to a good start and expect good scores for the rest of the season.

We notice Don Castle is in a wind-blown condition these mornings. This may be partially due to the L. I. railroad, but we hear that he has purchased a jeep and has been bouncing to the station in it every morning.

The Audio-Video annual picnic at Bob Keown's home in Glen Head, L. I., on Sept. 5, was a wonderful get-together for all members of the group. Swimming at Bayville, delicious food and hilarious entertainment all made it a day long to be remembered.

Ed Piller of Radio and Allocations has purchased a new car and a sailboat.

Lester Looney, Ray Guy and Bill Duttera have just returned from trips to Washington.



Engineer Arthur Schweiger's wife and 13-month old baby, Naomi, smile at the camera.

Gus Bosler has returned to work after two months' absence due to a serious operation.

Congratulations to Technical Service's triplets — Bill Marquis, Murray Compert and Carolyn Granzow, who celebrated their birthdays on Sept. 13, 14 and 15.

A hearty welcome to Ray Narvydas, transferred to Technical Services from the Mail Room.

The fall term claims several members of 517 — Bill Marquis, Murray Compert, Mike Morreale, John O'Mara, Bob Bielli, Joe Gilligan, and Ray Narvydas — who are going to night school, studying engineering.

MAINTENANCE — Gordon Windham and his family went to Thousand Islands on a camping trip and had a most enjoyable time fishing, boating and camping in the great outdoors. (Note: Junior caught the biggest fish up there.)

Einer Johnson found a few changes at the roof transmitter, when he returned from vacation. A new low-powered transmitter had been installed, and is operating on a new frequency because the old one was interfering with Connecticut police calls.

Stan Krainin is busy with turntables. The latest tables completed are now in operation at the new Bob Smith studio.

Paul Roder, newcomer to Maintenance, is working with Mel Lewis and Al Neu.

Art Schweiger has completed construction of a mahogany switching box for the Bob Smith studio.

BOUND BROOK — Among those recently transferred to Empire State are Bernard Isbitsky and Paul Turner. BB is well represented over there now.

Ed Morrel has been transferred from Empire State to Chicago television, in Group 15.

Jack Braverman is with BB temporarily from Engineering, Radio City, getting up at the crack of dawn to make train connections.

Les Whitehead is vacationing in New England, and Ken Moore is also on vacation.

John Gullan spent his vacation at the Jersey shore, but says the fishing has been very poor there this year.

PORT WASHINGTON—Word has been received from Jack Flynn, vacationing in Canada, that the fishing is fine if you have a hatchet to chop through the ice. He reports temperatures down to 30° up there.

Charlie Francis has returned after his summer at Point Lookout.

Matt Bracic, now at the WTAM transmitter, says that the boys there must "double in brass" as police car dispatchers. With the

(Continued on Page 6)



Truck and crew on location in Times Square. Jack Irving setting up ladder, on left. Note line on pole for telephone communication.



The telecast is *In Town Today*. Announcer Radcliffe Hall is at the mike.



Monitoring the telecast from inside the truck, Alfie Jackson checks with the main control room while Courtney Snell operates shading controls for Camera No. 1.

CONTROL ROOM ON WHEELS

There's more truth than poetry in the saying "All the world's a stage," since NBC's Television Mobile Unit went into operation five years ago. The "control room on wheels" was the answer to television's first problem—how to get on-the-spot coverage with the new dynamic medium. For, in addition to its function in the entertainment field, television has an important mission in covering events while they're happening, says Bill Garden, Producer-Director of Field Programs. Figuratively speaking, the mobile unit gave television cameras a range of operation of 35 miles for line-of-sight transmission to the RCA Building.

NBC's television truck, described by one authority as the "gold-plated ultimate" in mobile equipment, is multiple-purpose and serves both as carry-all for the portable field equipment and as a self-contained telecasting unit.

When the truck is used as control room, compactly arranged inside are viewing screens, master monitor, shading controls, generators, synchronizers, amplifiers, switching unit, lap-dissolve unit and audio set-up.

Crew for a telecast consists of a program director, technical director, sound engineer, shading and switching engineers inside the truck, and two or more cameramen, stage manager and transmitter man outside the truck. In addition, there are the usual announcers, analysts and spotters for the audio phase.

Setting up the equipment is an involved and lengthy affair. A power source of 60-cycle alternating current, preferably 3-phase 4-wire, must be located within reach of the truck's cables. The parabolic transmitter-antenna must be installed, or lines run to the coaxial or telephone lead, and wires and cables strung so as to be out of the way and pass fire inspection. Cameras must be set up and their cables (containing telephone connections) connected to the truck.

Besides covering conventions, inaugurations, premieres and parades, with the mobile unit Television goes to baseball games, tennis matches, basketball games, and even to sea, as it did on the *U.S.S. Leyte* this summer. Currently the unit covers Saturday football games and a weekly show from the Village Barn. This winter, it will telecast two boxing programs a week, outstanding basketball games and wrestling matches.

Mobile unit equipment is also brought into the studios to cover telecasts not staged in Studios 8-G or 3-H. It was used on the Toscanini television premiere from 8-H and will be installed again in 8-H to cover the presidential election.

NBC has seven mobile units, two in New York, one in Cleveland, two in Washington, one in Chicago and one in Philadelphia.

Assigned to the New York unit as Assistant Directors of Field Programs are Hal Keith, Doug Rodgers and Lew Brown. On the engineering staff are Ed Wilbur, Tel. Eng. Field Supervisor, Alfred Jackson, O. Bowman, assistant Supervisor, Ed Kahn, Relief Assistant Supervisor, William Carson, Carlos Clark, Walter Mullaney, and a staff of 18 cameramen, field engineers and technicians.



NBC Television attends the *Arch of Triumph* premiere. Power cables are strung from the marquee to the truck.



Among those present — you were expecting, maybe — Miss Ingrid Bergman, the star of the film.



Bill Garden, Producer-Director, beside camera at LaGuardia Field.



Crew goes on stilts to cover the Louis-Conn fight at Yankee Stadium.



Parabolic transmitter, popularly called the "dish," reflects microwaves to the RCA Building in the distance.



Checking cameras on top of truck before American Legion Parade. Coaxial cable is strung alongside the ladder.



Assistant Director Lew Brown, Announcer Bob Stanton, Football Analyst Bob Meyer at West Point.



Army-Villanova game at West Point.



Les Shaw with the image orthicon camera, on board the U.S.S. *Leyte*—a milestone in television.



Jo DiMarco and Ellie Rummo, of Steno, on vacation in the tranquil Pocono Mountains.

IT HAPPENS AT NBC

(Continued from Page 3, Column 4)

police transmitter located at WTAM also, every time Mrs. Murphy's cat has kittens, or like emergencies, the boys call the police car or cars, as required.

Danny Murphy is home on vacation, having a good time doing the chores that eventually catch up with you around the house.

GENERAL SERVICE

ROOM 508 and PBX — Welcome to our newcomers: Jeanette Price and Charles Marks in Building Maintenance, and Virginia Rothwell in PBX.

PBX's recent bride, Margaret Fahey, has returned.

Charlotte Fenn has acquired a reputation as a prophet. When Pauline Kohler retired to await the stork, Charlotte predicted the new heir would be born Aug. 26, Charlotte's birthday, and sure enough, little Christine arrived on precisely that date.

Sven Ersson and Nicholas Cirabisi have been on the sick list.

The bowling team went into action Sept. 16, with everyone, including Capt. Anderson, in the full spirit of the game.

Lt. Clancy celebrated his birthday in 508, Sept. 29, when he discovered a birthday cake waiting for him.

Don Meissner sent his regards to everyone from Stowe, Vt.

DUPLICATING — Vacations are all over now, and another well-tanned group of NBC-ites are settling down to normal operations again.

We welcome to our midst Michael Connors, a New Jersey boy turned Brooklyn, and at the same time say goodbye to Bill McMurray, who has gone to work in NBC's Model Shop.

Only half of the department attended the outing, but from all reports, they must have had enough fun for the whole department. Bill Leary won a door prize, a leather-bound memorandum pad.

Congratulations to Jim Orre, who has been chosen for the NBC Announcing Class.

MAIL ROOM — Welcome to our newcomers: Cal Brodhead, Malcolm Laing, John Sutton, Ted Everett and Bruce Wilson.

Cal Wheeler transferred to Controllers the last week of September, and Dick Welch returned from his vacation just in time to break in as Cal's replacement.

There are now two "Tex's" in the Mail Room, plus a rumor that both of them are planning to enter the rodeo, plus information from a reliable source that one of them is only joking.

STENO — Gloria Kraus and Joe Iaricci, Assistant Mail Room Supervisor, were married in June. Gloria has left NBC for a new job. Best wishes to Gloria and Joe.

Jo Whalen again spent her vacation in Texas. Jo Di Marco and Ellie Rummo spent their vacation in the Poconos.

Welcome to our newcomers — Nancy Kamps and Joyce Higbee.

GUEST RELATIONS

A hearty welcome to the new members of the Guide and Page staff. Those recently inducted into the "tour-taking tribe" included Portia Sabin, wife of ABC Announcer Bob Sabin. Other new guides are Marie Miller, Walter Kravetz, Bland Ware, Kenneth Brighton, Barbara Hansen, Denis King, Patricia Howard and David Huenergardt.

The pages welcome Richard Spittel, Thomas McCarthy, Robert Garber, William Clotworthy and Hurlburt Hardin.

Venny Marcle, George Dobbs, Joe Phillips, Andy McCulloch and Bob Barron attended the outing.

Annette Simmons is back minus a couple of tonsils and living solely on cream of wheat.

INFORMATION

Rosemary Pfaff has ceded the job of *Chimes* reporter to Eileen Tobin, who has come in from International. To welcome Eileen, the staff promptly handed her a *Chimes* deadline.

Pat Denham has returned from a vacation, motoring through New England and Canada.

Ken Crosswaith is going home to the South, where he will continue in radio work.

Ken's replacement is Michel Yahia, from International.

Alice Kennell, Rosemary Pfaff and Eileen Tobin represented the department at the outing.

LEGAL

Legal was represented at the outing by Robert T. (Bob) Myers, Tom Ervin, Ed Souhami and Don Clancy. Mrs. Souhami also attended the outing.

NETWORK SALES

This month we bid farewell to the effervescent Rose Sheeky, who returns to the television fold as secretary to Fred Coe.

Television Sales has an interesting collection of vacation postcards adorning the bulletin board.

Alice Matheis is spending a week in Wisconsin.

SPOT SALES — Welcome to our two new members — Jacob A. Evans, from A & P, and Adelaide Smolen, from Production. Jake is our new Promotion Manager, and Adelaide works for Frank Bowes.

The Spot Sales boys are "bowling them over" at the alleys again. Messrs. Close, Gillis, Buschgen, Evans, Soden and Plummer are in the line-up this season, so opposing teams, beware!

Reluctantly, we all said goodbye to Mary Leard, who has been with NBC for 16 years. Mary's giving up her duties as Traffic Manager for those of housekeeping. She was guest of honor at a surprise luncheon, and was presented with a farewell gift.

If you're looking for that Dodger fan, just call Ext. 8079. The hoarse voice which answers belongs to Florence Hunter, a really enthusiastic Dodger rooter.

POLITICAL SALES—Located in Room 462, this is a special department reactivated every four years to handle the complicated programming and bookkeeping involved in commercial political broadcasts.

Walter Myers, head of this section, is covering his fourth presidential election this year. His first was the 1936 election. He is assisted by Allin G. Robinson.

The department completes contracts with political parties, reimburses commercial sponsors for time ceded to commercial political programs, and coordinates program changes with studios, engineers and production.

Other members of Political Sales are Barbara Wood, Ann Fox, Gloria Tillman, Freddie Millet and Grace Bonaccorso.

The department gave "Robbie" a pipe shower, recently, adding numerous corncobs to his fine collection.

NEWS & SPECIAL EVENTS

John MacVane, veteran war correspondent of ETO is back in Europe. He has been sent to Berlin to cover the air-lift, East-West disputes and border incidents. He went over as soon as H. V. Kaltenborn returned from his tour of Europe.

Richard Harkness dropped in from Washington last Thursday and did his 7:45 news show from our N. Y. studios.

The news room's newest secretary, Bettilou Crossan and Copy Clerk George Swisshelm have discovered they are both alumni of William Cullen Bryant High School in Queens. Bettilou's history teacher gave senior class some old question sheets for review one day last spring, and Bettilou's copy had George's name on it. The last time George saw Bryant was 1941, so he's beginning to doubt stories he hears about progressive education in our school system.

PERSONNEL

Welcome to a new member of the Record Section, Janice Havens. Before coming to NBC, Janice spent two years at Wilson College and two at William Smith, where she was graduated in June.

Ted Thompson's brother, Bob, is being telecast as a comedian on another network.

At a party given in her honor, Freddie Carter, European-bound *Chimes* editor, discovered that her friends had thought of almost everything she might need on her trip. Among her gifts were a make-up kit filled with Elizabeth Arden cosmetics, and a sizable collection of such small but necessary items as seasick pills.

PRESS

Roselle Hubel will be married at the Ft. Washington Presbyterian Church, Oct. 9. Violet Young will be maid of honor.

Roy Battersby collected \$500 Oct. 13, when NBC's "Big Story" program dramatized his experience as a *Herald Trib* police reporter, when he uncovered clues which led to the capture of a murderer. Roy, a conscientious pilot, will use the prize money for a down payment on a plane.

After winning a cigaret lighter at the outing, Sam Kaufman modestly admitted he had been a matchless personality all the time.

PROGRAM

MUSIC—A partition has been built in Room 293, slightly changing the location of Jane Roane, Phebe Crosby, Frank Heffer and a lot of file cases. But the partition provides privacy for our new colleagues of Television Music: Maggie Snider, Nelle Rahm and Mimi Wines.

Thomas Belviso, Manager of the Music Library Division, is at home in Pelham Manor, recovering from pneumonia.

We bid a reluctant farewell to our six-foot-two, deep-voiced librarian and cartoonist, George Knaus. He is going to attend Music School in Hartford until the Army calls him.

SCRIPT—Wade Arnold, Supervisor of the documentary, *Marriage in Distress*, has received 10,000 requests for the program script.

Evelyn Heithaus has announced her engagement to Harry Westfall, of Grace Line.

Prize for one of the most active vacations should go to June Locke, who visited her family in Pittsburgh. While there, she not only helped paint a wall, but also took a lesson at her mother's dancing school. The only thing she didn't do was take a vacation.

Welcome to our newest arrival, Mary Lyman, the gal with the pleasant manner and the Southern accent (she hails from southern N. J., son.)

SOUND EFFECTS — Frank McBrien has returned after two months in Ireland.

Roy Denny is looking for volunteers to help him paint his new apartment.

Max Russell is recuperating from a siege of illness, at Montauk Point, L. I. Max drives around Long Island in a late 1927 Maxwell, which runs on batteries.

Agnew Horine returned to work after spending two weeks back home in the hills of Kentucky.

SUPERVISION—Outings are such fun! — said Dolores Dillon, Isabel Finnie, Grace Sniffin and Arch Robb, 408's representatives at the Crescent Club.

Phyllis Kindgen returned sun-tanned and happy from Point Pleasant where she had clear skies and sunshine for 14 days.

Peg Harrington spent her vacation at home.

PUBLIC AFFAIRS & EDUCATION

Public Affairs adds a new name to its secretarial roster with Betty Chapin, former executive secretary to the President of Pan American Airlines, now Margaret Cuthbert's secretary.

Betty holds a pilot's license and flew her own plane.

Doris Corwith, NBC's Director of Talks and Religious Broadcasts, has been appointed N. Y. State Chairwoman of the Association of Women Broadcasters, distaff side of N.A.B. At the Second District Conference, in Rochester, Oct. 2, she will preside over a panel discussion on the subject, "Are Day-time Programs Keeping Up With Listeners?"

Mrs. Corwith is also a past national president of the American Legion Auxiliary, and will attend the Legion's National Convention in Miami, the week of Oct. 18.

Hilda Watson, Office Manager of Public Affairs, has returned from a trip to England. After sailing on the *America* with the Olympic team, she spent a day at the Olym-

pic finals at Wembley. She also punted on the Thames, visited the art galleries where Winston Churchill's painting of the Gold Fish was on exhibit, saw the blitzed sites, and dined and danced at the Piccadilly. Since the British now are on stricter rations than during the war, she says that packages from America, especially those containing canned meat, give them a new lease on life. Their weekly meat ration is 25c worth per person.

RADIO RECORDING

Room 780 is buzzing with the news of Connie Bartz's engagement to Steve Riddleberger. They worked side by side in Recording not so long ago, but it wasn't until late September that the surprise was sprung. Best wishes to both.

Frank McMahon, who recently joined our department, was fully initiated by our sports-conscious group at the outing. After two hours on the courts with Hank Gillespie, Frank had only a short breather when one by one Lynn Milesen, Pat Richer and Florence Meyfohrt took him out on the dance floor to rhumba, waltz and foxtrot.

We bid farewell to Joyce Walsh who will soon become a bride, and welcome from her honeymoon Mrs. Nathan Glaser, the former Corinne Ermant.

Arety Cotzias writes from Miami that the Florida climate agrees with her.

Don Mercer has one foot out the door, ready to start his car for a vacation in upper New England and Canada.

With the World Series in view, our ace picker, Addison Amor, who has never been wrong in five years, has one for the book—put your money on Chicago in both leagues!

RESEARCH

NBC Researchers were reminiscing about unusual experiences not so long ago. Mimi Hoffmeir reported she once had an irate parent call and demand immediate delivery of a Tom Mix hat offered over the air. To emphasize the need for

haste, he held his crying child to the telephone. "Do you hear that?" he asked. "I've put up with that for three days. Please send it soon."

Billie Huber uncovered a new wrinkle, doing a television survey. When she asked her subject if she had her set on, the woman replied, "No, I never have it on on Tuesday nights. I have an arrangement with a radio ham down the street. Since his signals interfere with my reception, he operates on Tuesdays and I do my ironing."

Two of her favorite inquiries, said Frances Sprague were, "Who wrote Dante's *Inferno*?" and "When did Jenny Lind come to the U. S. and when was she on NBC?"

Ray Maneval's favorite inquiry, this month, is "Is it a girl or a boy?" It was a girl, the Manevals' first child, born Sept. 20. Research quietly arranged a shower for Ray, and he walked in one morning to find all the necessary equipment for the baby strung signal-halyard fashion over his desk.

STATIONS

Messrs. Woolley, Hickox, Adams and Cash are all back at their desks after the Sun Valley convention.

Bill Kelly has returned from a vacation at Lake George.

Wedding bells rang out for Lillian Svenningston Sept. 25, when she exchanged vows with Robert Borst. Hearty congratulations to both.

TELEVISION

Biggest news in Television this month is the engagement of Bill Garden and Terry Gurbach. All our best wishes.

Helen Rachel moves upstairs to join Carleton Smith, and Vicki Firestone, formerly of International, takes her place.

Art Bruckman joins the Film Division, Marie Finnegan moves in with J. Robert Myers, and Vivian Zingrebe has joined the department.

Alex Alexander has departed, and Al Reibling takes over as business manager. Pat Roche is back in Television as Russ Johnston's secretary.

Garry Simpson finally made a trip to San Jose, Calif., after an absence of 10 years and found the place so changed he almost got lost.

Hal Keith took some time off to go to Connecticut and practice his golf, and Doug Rodgers went off to the wilds of the Indianhead section of Northern Wisconsin.

The happiest man in Television these days is Ray Kelly, after winning the golf prize at the outing.

Au revoir to Noel Jordan, who has left NBC after 10 years, to live in Denver. Bill Garden took over his spot.

Farewell, too, to Jack Burrell, who has left Telengineering to take up a new post in Hollywood, to Bob Clark "gone-Hollywood," to Charlie Townsend and Courtney Snell, who moved out to Chicago, and to Miriam Goss, who has also departed these hallowed walls for a home and husband.

Noel and Alex were presented with engraved gold watches, conveying the sentiments of the whole Television Department.

TREASURER'S

School days have begun again, and Gene Alexy has resumed his accounting studies at N.Y.U., and Herb Shumm a similar course at Pace. Rudy Teichner and Bill Williams are back at their desks after their vacations in New England and Niagara Falls.

Herb Schumm and Gloria Bagge were married at a quiet ceremony in Chicago, Sept. 7. Sincere congratulations and best wishes to both.

Treasurer's Department was represented at the outing by Ham Robinson, Gene Alexy and Erna Thomas.

Jennie Boccone and Doris Johnston have spent their lunch hours of late hurrying in and out of nearby stores shopping for Doris' trousseau. Doris and Bill Doherty will be married on Oct. 23.

PURCHASING — On Oct. 2, the staff saw Vicki Mack wed to Walter Galvin. The first of Purchasing's single gals to change her name, Vicki wants to be known as "Mrs. Galvin" from now on.

We were sorry to say goodbye to Edna Kane, who left NBC on Sept. 30.

At last vacations are over, and from all reports, good times were enjoyed by everyone. Bill Bloxham visited Florida, Ed Deming stayed at his summer place in Conn., Vicki Galvin visited the Poconos, B. J. Michaelis went off to Nantucket, and Mary McNulty and Henry Martin vacationed on Long Island.

(Continued on Page 8)

World Series Fans: To Note



—Reprinted from Collier's

—Per Ruse

IT HAPPENS AT NBC

(Cont'd from Page 7)

WNBC

Doris Paterson enjoyed the second week of her vacation by taking a flying trip to Ohio to visit relatives and friends.

Jim Gaines and Tom McFadden went to Sun Valley, and then on to White Sulphur, but upon their return, WNBC will have its full staff once again.

Ivan Sanderson and his secretary, Ruth Loftus, are now members of our office.

Wedding bells will ring in October for Kay Clarke, our Assistant Sales and Program Traffic Manager. She and Eugene Fromickella will exchange vows on Oct. 16. Michele Lescure, Tom McFadden's secretary, will be Kay's honor attendant. Good luck and happiness to Kay and Gene.

MANAGEMENT CONFERENCE

The annual conference of the NBC Management Committee was held at The Greenbrier, White Sulphur Springs, W. Va., Oct. 2-4. Forty-four officers and executives met to discuss plans in all fields of company operation for the coming year.

NBC ELECTION COVERAGE

(Continued from Page 1)

Grauer and John Cameron Swayze will be chief commentators on the television network.

They will be assisted by an augmented staff of over 300 announcers, analysts, rewrite men, tabulators, editors, engineers, cameramen and technicians assembled to handle teletype news and direct reports of key stations of radio and television networks.

Besides the announcement of election returns, both networks will carry on-the-spot broadcasts from major party headquarters in New York and Washington, local color at the homes of the candidates, interviews with national chairmen, and coverage of such other points of interest as Times Square.

It is expected that radio and television coverage will start at 8 p.m. EST, with both networks staying on the air until the complete election story has been told. After the returns are in, and one or the other party has conceded victory, top NBC commentators will be heard in a special round table discussion.

Television stations linked with WNBT, New York in the NBC network will be WPTZ Philadelphia, WTVR Richmond, WNBW Washington, WRGB Schenectady, WBAL Baltimore and WBZ Boston.

Midwestern television audiences will witness special coverage over the newly-formed NBC midwestern television network.

NBC CONVENTION

(Continued from Page 1)

lowing cities: Boston, Providence, Hartford, New York, Schenectady; Wilkes-Barre, Allentown, Philadelphia, Lancaster, Johnstown and Pittsburgh, Pa.; Trenton, N. J.; Wilmington, Del.; Richmond and Norfolk, Va.; Cleveland, Toledo, Columbus, Dayton and Cincinnati, Ohio; Buffalo, Rochester and Syracuse, N. Y.; Detroit, Mich.; Chicago, Ill.; Milwaukee, Wis.; St. Louis, Mo.; Louisville, Ky.; Fort Wayne and Indianapolis, Ind.; and Peoria, Ill.

Many of these stations are already on the air, and many are already operating as part of NBC's eastern and midwestern networks, he said.

On Sept. 23, delegates previewed *Behind Your Radio Dial*, NBC's institutional film documentary. James H. Nelson, NBC Director of Advertising and Promotion, announced that all NBC affiliated stations will be given first opportunity to show the film in their own areas. To assist them, his department has prepared kits with suggestions for distribution to local groups, giving the entire story of the film, the final shooting script and other promotion aids.

Other topics discussed were:

"Want to Buy an Audience?" T. C. McCray, "College by Radio," Sterling Fisher, "Election Coverage," William F. Brooks, "Reports on Daylight Saving Time Operation and AM-FM Duplication," Easton C. Woolley, "Research Activities," Hugh M. Beville, Jr., and "Radio and Improving Public Relations," Sydney H. Eiges.

"Development of the NBC Television Network" was discussed by S. N. Strotz, W. S. Hedges, H. C. Kopf, Noran E. Kersta and O. B. Hanson.

NBC delegates to the convention included Thomas E. Knode, Charles P. Hammond, Clay Morgan, John F. Royal, I. E. Showerman, James F. Gaines, Carleton D. Smith, Gustav B. Margraf, Lloyd E. Yoder, Thomas B. McFadden, John McCormick, J. Robert Meyers, Homer Canfield, Howard Wiley, William R. McAndrew, John W. Elwood, Lewis Frost, Russ Johnston, Sheldon B. Hickox, Jr., Burton M. Adams, E. B. Lyford, John T. Murphy, Carl M. Watson, A. W. Kaney, Jennings Pierce, S. H. Coons, Sidney Desfor, Roy Norr, Al Walker, Jerry Fairbanks and Miss Alice Tyler.

ARMY THANKS NBC

(Continued from Page 2)

the First Army area. Upon activation of the unit, a complement of 140 enlisted men will be authorized. Membership in the unit does not constitute draft exemption.

Seventeen applications for Reserve commissions and assignment in the unit, from NBC former enlisted personnel, are being processed through regular channels.

Macy's Told Gimbel's
In Three-Quarter Time

NBC made merchandising history on the *Tex and Jinx* show, Sept. 29, when Macy's was persuaded to tell Gimbel's in song.

As finale of the show presenting a "Billion-Dollar Chorus"—F. L. Andrews of the Hotel New Yorker, Dean Carpenter of Hotel Roosevelt, E. S. Friendly of *The Sun*, C. E. Hooper and others, Jack Straus of Macy's sang, accompanied at the piano by Bernard Gimbel of Gimbel's.

Press Club Author

Henry Cassidy, NBC's European News Director, is one of the authors of *As We See It*, a book written by members of the Overseas Press Club who have had long assignments in the U.S.S.R.

FIRST CALL FOR
BASKETBALL TEAM

Basketball players are signing up this week for NBC's team in the Advertising League. Practice sessions began Oct. 4 at 7 p.m.

Last year, the team played a busy schedule against teams from Eastern Air Lines, Time & Life, RKO, American Cyanamid, ABC and Campbell-Ewald.

ED SOBOL, C. O'MEARA
JOIN KNBH IN HOLLYWOOD

Edward Sobol, NBC producer-director, has joined KNBH in Hollywood as Television Production Manager. Mr. Sobol joined NBC in April, 1939, after a long association with Max Gordon, Broadway producer. He directed the NBC *Texaco Star Theater*, acclaimed by critics as the best video program on the air.

Also joining the KNBH staff is Carroll O'Meara, as Television Director.

LAW JOINS WNBC

Walter Law has joined the staff of WNBC as a producer. Formerly Chief of the English section of NBC International, Mr. Law joined NBC as a page in 1940, became a junior writer and later commentator in International.

PROMOTIONS

Anne Ahles, to Secretarial Assistant, Program.

Louis A. Anderson, to Building Services Supervisor, General Services.

Donald Axt, to Assistant Order Supervisor, Engineering.

Jeanne Bishop, to Executive Officer's Secretary, Legal.

Richard Close, to Assistant Building Maintenance Manager, General Service.

Doris Crooker, to Office Manager, Legal.

Stephen Flynn, to Junior Station Relations Contact Representative, Station Relations.

William Garden, to Producer-Director, Television.

Arthur Hamilton, to Senior Accountant, Radio Recording.

William Kelly, to Promotion Assistant, Station Relations.

Ann Kramer, to Executive Secretary, Program.

Vincent Marcle, to Tour Cashier, Guest Relations.

Frank Mocarski, to Communications Supervisor, General Service.

David Moloney, to Acting Construction Superintendent, Engineering.

Roger Muir, to Producer-Director, Television.

Albert Reibling, to Program Business Manager, Television.

William Santhouse, to Outgoing Mail Clerk, General Service.

Alfred G. Weber, to Master File Clerk, Engineering.



FOR SALE—Lot 60x180 on Paterson Road, Fanwood, N. J., residential section. 8 minutes away from Central R.R. of N. J. station, about 1 hour to office. If interested, call Kenworth, Ext. 650.

FOR SALE—Collapsible WEAREVER baby carriage and mattress. Used 10 months. Price, \$15.00 Call Ext. 333.

WANTED—1941-42 Chevrolet or Chrysler Coupe. Call Ext. 333.

LOST—At the outing, dark green tortoise-shell glasses and silver Thorens lighter with initial P. Priscilla Campbell, Press.

FOR SALE—15½-foot Sailboat, Snipe class, registered #3715. Excellent condition. Reasonable. Call D. Bogert, Ext. 461.

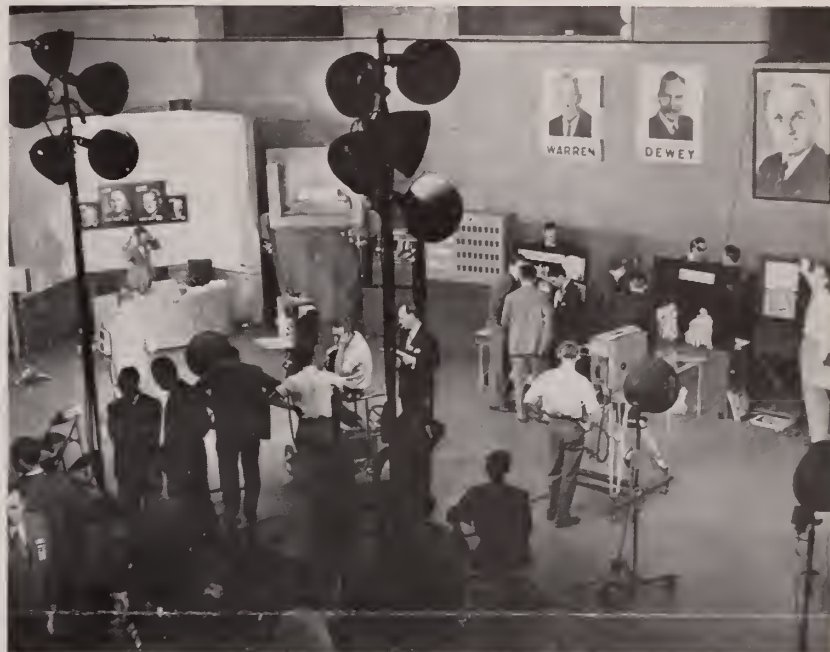


NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

NOVEMBER • 1948

VOL. 6 NUMBER 9

ELECTION SCENES AT NBC HEADQUARTERS



Inside Studio 8-H, in an uninterrupted 16-hour session, a staff of 300 editors, analysts, announcers, cameramen and technicians joined forces to report country-wide election returns on a split-second basis; while outside, in Rockefeller Plaza, a crowd estimated at 5,000 gathered to watch the first outdoor demonstration of giant-screen television in history. At left, tabulators and analysts are hard at work; right is shown some of the television equipment.

TELEVISION SIGNS NEW ADVERTISERS

Over 60% of NBC's sponsored network television time has been bought by advertisers not currently using NBC's sound broadcasting facilities, President Niles Trammell announced in a speech before the 39th annual meeting of the Association of National Advertisers, here, Oct. 26.

Describing television as a selling medium with few products or services that cannot be presented with maximum impact on television, Mr. Trammell pointed out that it is effective for both large and small advertisers, and that new advertisers are coming into television almost daily. "At NBC," he said, "we have more than doubled our network sponsors during the past 90 days."

Discussing programming, he said that audience acceptance of feature films and film shorts is declining. Most popular type of program on the air last spring, latest ratings show them in fifth place, following variety, drama, sports and audience participation programs.

WNBC-WNBT LED ON ELECTION NEWS

NBC led the field with its up-to-the-minute coverage of election returns, by supplementing wire reports with independent tabulations, and Hooper reports show that NBC won the largest audiences in both radio and television, with NBC at 15.8 and WNBT at 32.3.

McFADDEN TO HEAD WNBC AM-FM, WNBT

Operations of NBC's three New York stations, WNBC, WNBC-FM and WNBT, have been integrated under the direction of Thomas B. McFadden, Manager.

John H. Reber, Assistant to the Television Production Manager, has been appointed Program Manager of WNBT.

Sarnoff Appointed

Robert Sarnoff has been appointed Assistant to Norman Blackburn, National Program Director. Among other duties, he will act as coordinator between the Sales Department and television program operations.

ELECTION TELECAST DRAWS CROWD TO PLAZA

Rockefeller Plaza rivalled Times Square Election Night, Nov. 2, as crowds formed to watch the first outdoor demonstration of television in history.

To stage the experimental demonstration two tons of equipment, including a huge 15x20 foot projector-type television receiver, were hauled into place. The television screen was mounted over the canopy of the building, with the projector on a platform 40 feet away, in the Plaza.

Highlights of the telecast were visits to party headquarters, interviews with candidates, and balloting developments throughout the country.

The new RCA-Victor projector is the only one of its kind in existence, and is greatly reduced in size and weight compared to those used in demonstrations of theatre television.

NBC in New York used 11 cameras in election coverage, located

in Studio 8-H, interview "Room 22," and at Republican and Democratic headquarters in the Roosevelt and Biltmore Hotels. Pickups were also made from Washington, Philadelphia and Baltimore.

A video camera was also located in the Plaza to televise the crowd.

The new projector was developed after perfection of a 7-inch kinescope or picture tube for operating at 80 kilovolts. The smallest kinescope previously designed to operate at the high voltage required for large screen image reproduction had a picture face 12 inches in diameter. In operation, pictures appearing on the face of the picture tube are caught by a saucer-shaped mirror and reflected through a correcting lens directly to the viewing screen.

Three years ago, NBC Television also made headline news with the first exclusive telecast of the ac-

(Continued on Page 8)



ELLEN RYAN, *Editor*

STAFF

Don Foley— <i>Adv. & Prom.</i>	Elaine Simpson— <i>National Spot Sales</i>
Kay Henderson— <i>Cont. Accept.</i>	Helen Lampros— <i>Network Sales</i>
Joan G. DeMott— <i>Controllers</i>	Agnes Sullivan— <i>News & Sp. Ev.</i>
Hal McConaghy— <i>Engr., Air Cond.</i>	George Swisshelm— <i>News</i>
Jane Kenney, Mary Cregan— <i>Engr., Aud.-Vid., Facilities</i>	Janet Dugan— <i>Personnel</i>
Ed Watkins— <i>Eng. Empire State</i>	Roselle Hubel— <i>Press</i>
Vincent Genzardi— <i>Engr. Maint.</i>	Robert Wogan— <i>Program—Announcing & Production</i>
Ed Stolzenberger— <i>Engr. Master Control</i>	Phebe Crosby— <i>Music</i>
Mary Bell— <i>Engr. Recording</i>	Ann Kramer— <i>Script</i>
Willard DuBois— <i>Engr. Studio & Field</i>	Frank Loughran— <i>Sound Effects</i>
Mel Stickles— <i>Bound Brook</i>	Pat Gormley— <i>Supervision</i>
Bill Haerer— <i>Port Washington</i>	Hilda Watson— <i>Public Aff. & Ed.</i>
Mary Heller— <i>General Service</i>	Marilyn Costello— <i>Radio Recording</i>
Ed Williams— <i>Gen. Ser.</i>	Emmie Hill— <i>Research</i>
Charlie Atlee— <i>Duplicating</i>	Marion Lucas— <i>Station Relations</i>
David Bellin— <i>Gen. Ser.-Mail Room</i>	Bill Forrester— <i>Traffic</i>
Jo DiMarco— <i>Gen. Ser.-Steno.</i>	Terry Gurbach— <i>Television</i>
Larry Terry— <i>Guest Relations</i>	Rose Sheeky— <i>Television</i>
Eileen Tobin— <i>Information</i>	Ernestine Thomas— <i>Treasurers</i>
Elizabeth Moloney— <i>Legal</i>	Betty Michaelis— <i>Treas.—Pur.</i>
	Marjorie Hutchison— <i>WNBC</i>
	Photographers—Art Selby, Sy Friedman

A Message from Niles Trammell

Telephone surveys on Election Night showed that, all across the nation, more people were listening to the returns over NBC than over any other network, while at the same time WNBT was attracting more than twice as large an audience as any other television station in New York City.

Hundreds of men and women in our organization, both in New York and at NBC stations in other cities, contributed to these results. To report one of the closest presidential elections in American history, many members of our news, press, television, engineering and other departments worked hard all Tuesday night and well into the following day.



Niles Trammell

I wish it were possible for me personally to thank every individual who took part in what I consider was the finest example of teamwork in the history of our company, and I am glad to have the opportunity to express my thanks in this issue of CHIMES. The management takes pride in its Election Night Hooper ratings, but it is much more proud of the efficient, tireless and cheerful cooperation of the large staff that made those ratings possible.

Our Election Night performance was the climax of a job that lasted five months. It commenced with the party conventions in June and July. It continued through the election campaigns, and during this period the Sales and Stations Departments had to take on an avalanche of extra duties. The entire job was splendidly handled from beginning to end, and the appreciation I have expressed concerning Election Night extends to every person in NBC who took part in the five-months operation.

VIDEO NETWORKS TO BE JOINED, JAN. 12

NBC's eastern and midwestern television networks will be joined on Jan. 12, it has been announced by Jules Herbuveaux, Television Manager of NBC Central Division.

Service by the American Telephone and Telegraph Company's coaxial cable between New York and Chicago will be available on that date. The last link is between Philadelphia and Cleveland, and union of the two regional nets will make it possible for an NBC telecast to be seen simultaneously from Boston to St. Louis.

The presidential inauguration in Washington, Jan. 20, will probably be the first major event to be televised on the inter-connected networks.

NBC's Chicago television station, WNBQ, will begin full program operations on Jan. 8, but field telecasts will make up the bulk of live

programming until completion of Chicago television studios in February.

The midwest network at present includes Stations WNBQ Chicago, WNBK Cleveland, WTMJ-TV Milwaukee, WWJ-TV Detroit, WSPD-TV Toledo, WBEN-TV Buffalo and KSD-TV St. Louis.

The new cable, together with its initial line and terminal equipment, was constructed at an estimated cost of \$12,500,000 and is a joint undertaking of Bell Telephone Co. of Pennsylvania, Ohio Bell Telephone Co. and the long lines department of A.T.&T.

The coaxial cable is about the thickness of a rolling pin, contains eight coaxial tubes, a pair of which, when fully equipped, can carry 600 simultaneous telephone conversations, or two television programs.

Midwest Television

Reports from Cleveland estimate that 650,000 people saw the election telecast over NBC's midwestern television network.

Station Breaks

On October 18, WNBC inaugurated sale of station break spot announcements for daytime radio hours.

Horizon-bound

The television test pattern of Station WNBQ, Chicago, has been reported received at Green Bay, Wis., 190 miles from Chicago, and at Neenah, Wis., 170 miles north of the station's transmitter. These distances are more than triple the expected range.

Home Set Ownership

In the month of September, 28,500 new television sets were sold to home owners in the New York metropolitan area.

International Mail

WNBC is sponsoring an International Friendship Letter program promoting exchange of transatlantic correspondence between Americans and citizens of western Europe.

A special address in Summit, N. J., has been designated for outgoing letters.

Video Network Coverage

The NBC television network covers 29 per cent of the total population of the country now, and by the end of the year it will serve approximately 44 per cent of the total national population.

FILM DIVISION

The Television Feature Service Division of the Television Program Department has been renamed the Film Division.

Russ Johnston will be Director of the division and N. Ray Kelly, Assistant Director.

The Film Division will handle all operations relative to the production of film features and the acquisition, sale, distribution, storage and handling of NBC film properties. In addition, this division will also be responsible for the overall administration of the NBC Kinescope Recording Service.

TV or Not TV

The question as to whether or not television sets would operate on trains was answered when the Baltimore & Ohio Railroad successfully demonstrated television reception of a World Series game, in its lounge car, on the run between Washington and Jersey City.

Fashion-Wise

Not only is TV color blind, reports a recent issue of *Time Magazine*, but it can make the most modish gown or the nattiest waistcoat look like something spilled on the carpet.

In self-defense, says *Time*, televisioners have devised a fashion code. For men's formal evening wear, bright blue is preferred, since black and navy blue develop fuzzy edges. For women, blue and purple are best, registering off-white, grey and black.

Horizontal stripes and prints are taboo because they have a tendency to wriggle.

Lucy Nocella Marries

Lucy Nocella, of Controllers, and Vincent Di Stefano were married at Sacred Heart Church, Glendale, L. I., Nov. 14. The wedding was followed by a reception at the Boulevard Tavern, Rego Park, L. I. Marie Perez, Joan DiMiceli, Eleanor Gardella, Carol Rohde, Reggie Dunn and Joan Bacco, all of Controllers, attended the wedding.

Jim McCarthy, of Maintenance, and Bob Fraser, of Development, have joined the Audio-Video Group of Engineering Facilities, and Bill McMurray and Rudy Weisenbach joined the Technical Services Group.

Anne Surowitz Valenzano, of Controllers, has bought a house in Garden City.

Continuity Acceptance Party

Members of the Continuity Acceptance Department recently spent the day at the home of Kathleen Henderson, at White Plains.

George Townsend, of Engineering Facilities Model Shop, recently spent two weeks serving his Naval Reserve training period.

Carl Watson, formerly of Station Relations, has joined Continuity Acceptance, for editorial duties.

Doris Minor, Catherine O'Hara, Cal Wheeler, Robert Johnson, Regina Dunn and Catherine Provenzano have joined Controllers.

Attend RCA-Victor Concert

Pat Nixon, Ann Downing and Carolyn Granzow, of Engineering Facilities, attended the RCA-Victor preview concert at Carnegie Hall, Wednesday, Oct. 13.

DIVISION ENGINEERS MEET

The Division Engineers arrived in New York the week of Oct. 11, for their annual meeting. They went to Lancaster, Pa., Monday and spent Tuesday inspecting the new RCA tube plant there. Tuesday night they stayed in Philadelphia, and they spent Wednesday at the RCA Manufacturing Company plant in Camden, N. J., where they were shown new developments in TV and sound broadcasting.

Wednesday afternoon they returned to New York to complete a schedule of engineering conferences.

Helen Davis and Joseph Durand, formerly of International, and William Hoyle, Robert Hanretty, Joseph Esposito and Ernest Oesterling have joined General Service.

Eric Berglund, of Engineering Facilities, has returned to his desk in 517, after a siege of several weeks' illness.

NBC People

Miss Community Chest

Jean Butterfield, of Public Affairs, is Miss Community Chest of West Orange, N. J. If her town reaches its quota first in the current drive, she will hold the title for the Oranges and Maplewood.

Jack Flynn, Station Engineer at Port Washington, has been ill.

Bob Ruffer, from International, has joined Duplicating.

Vi Sparks, of Duplicating, has returned to duty after an illness.

Joe Venum, of the Mail Room, has transferred to Engineering.

George Graham, of Port Washington, is rebuilding his home.

Walter Brown, of Maintenance

Engineering, and Herb Muller fished Fire Island Inlet the other day, and "Brownie" ended up the day with the pool fish, a two and a quarter pound king.

Hoskins-Sloat

Jack Hoskins, of Guest Relations, and Joan Sloat were married Oct. 2. They will live in Larchmont.

Lenore Bayles, of Steno, flew to Boston to spend a weekend recently.

Elizabeth Cox has resigned from the Guide Staff to prepare for her marriage to Joseph Phillips, Assistant Supervisor of the Guide Staff.

NBC's Annual Communion Breakfast

The First Annual Communion Breakfast, sponsored by Catholic employees of NBC, was held Sunday, Oct. 31, at the Biltmore Hotel.

The breakfast followed a special mass celebrated for NBC-ites at St. Agnes Church, 43rd Street, at 9 a.m. Two hundred guests were present.

Speakers at the breakfast were Rev. Aloysius V. Coogan, Moderator of the Catholic Institute of the Press, and Professor Samuel Telfair, of Fordham University.

James V. McConnell and Thomas B. McFadden served as honorary chairman and vice chairman of the Breakfast committee headed by Joseph E. Sheehan.

Announcer Jack Costello was

toastmaster. A musical program was offered by the DeMarco sisters, of the Fred Allen program, and by Bobby White, son of Joe White, the well-known "Silver Mask" tenor.

Claire Trainor and Joan Tito served as co-chairmen of the Program and Ticket Committee, Helene M. Schuck as chairman of publicity, and Margaret Barry as chairman of entertainment.

Members of the ticket committee were John Lynch, Joseph Fuller, Cal Wheeler, Thomas Tart, George Monahan, Elizabeth McNamara, Grace Anderson, Winifred Mullen, Mary Beebe, Ann Culbert, Sally Meehan, Marion Sheehan and Kay Keenan.

BREAKFAST COMMITTEE

Standing: Claire Trainor and Joseph Sheehan. Seated are Helene M. Schuck, Joan Tito and Margaret Barry, assistants on arrangements.

Don Gogarty, Jim Orre and Bill McMurray, of Duplicating, went on an excursion to Bear Mountain recently.

Bob Milos, of Port Washington, has been on vacation, with Bill Haerer pinch-hitting for him on the morning *Hi! Jinx*, from Manhasset.

Ray Coutant, of Duplicating, is a member of the NBC Bowling team.

Bob Byloff, of Engineering Facilities, returned from his vacation minus his tonsils.

Mike Connors, of Duplicating, is playing on a Brooklyn football team.

Rosemary DuBois, of Engineering Facilities, was on a tour of Bermuda when the hurricane struck there. Bill McMurray, also of this department, was caught in one of the Florida hurricanes, while visiting his parents there.

Marjorie Trinka and Marcia Van Meter have joined Steno.

Kathryn Cole, of Information, is planning a bazaar for her church, at which Rosemary Pfaff and company will entertain. Rosemary put on a preview at her apartment recently.

Information Department celebrated Pat Denham's second wedding anniversary at a luncheon, Oct. 13.

Jeanne Conkey, of Guest Relations, has announced her engagement and November wedding plans.

YAHIA, INC.

Linguist Mike Yahia, of International, has proved a valuable addition, reports the Information Department. Letters in foreign languages no longer stump them. If Mike doesn't know the language, someone in his family does. All he does is get one more Yahia on the phone. The supply, he says, is inexhaustible.

Glynn-Harder Wedding Plans

Jean Glynn, of Guest Relations, and Earl Harder, of WNBC, will be married Thanksgiving Day. They plan to live in Larchmont.

Antoinette Geisler, formerly with L. P. Graner, importers, has joined Legal.

Mary Mealia, of Advertising and Promotion, was entertained recently by an old friend, Mrs. Herbert Marshall.

Nancy Ewels, of Network Sales, spent a weekend at West Point recently.

New members of the Guide staff are Louis Ergmann, Richard Strout, Charles Beck, James Corley, Donald Jones and Gerald Scott.

Chris Story, of Guest Relations, has transferred to NBC, Hollywood.



Frances Carlson, receptionist and production department secretary, greets a caller inquiring about tickets at the WNBC reception desk.



Planning a publicity-promotion campaign are Charles B. H. Vaill, Manager of WNBC A&P, Schuyler Chapin, Promotion, and Murry Harris, Publicity.



In this view of the office are Raymond Johnson, of Promotion, Lois Cole, Richard Stahlberger of A&P, Jean de Girolamo, and Margaret Breese.

This is WNBC

This is the department that represents NBC's key station, WNBC. Reorganized as an autonomous department of National Broadcasting Company in February, 1946, WNBC now has its own program, sales, promotion, press, news and special events, advertising and traffic departments.

First station ever to broadcast a sponsored program, New York's leading station changed its call letters from WEAJ in November, 1946, and, as WNBC, continues a distinguished history in American broadcasting.

WNBC offers, to six million local radio families, a diversified and well-balanced schedule of programs of entertainment, news, education, religion and other specialized public services.

To NBC's spectacular list of network stars, WNBC has added some local shows of its own, which have built up an impressive following. Among them are: *Hi! Jinx*, with Jinx Falkenburg and Tex McCrary, Bob Smith,



Thomas B. McFadden, Manager of WNBC AM-FM, WNBT, watches Bob Smith, morning star, sign a program contract for the winter schedule.



Audrey Kasperan and Harvey Gannon, Account Executive, review a sales order, here, with Earl Harder, Program and Sales Service Manager.

Norman Brokenshire, Mary Margaret McBride, *Metropolitan News Roundup*, and the popular *Salute to Cities*, featured by all local programs, once a month.

With such programs as these, WNBC has won top *Variety* and *Billboard* awards—among others—and, twice in a row, *Variety*'s showmanship plaque for "How to Run a Radio Station."

Commenting on its award for notable contributions to the advancement of radio broadcasting as an art and as a business, *Variety* recognized WNBC's position of leadership in a new trend in radio—acknowledgment of greater public responsibility. "The pattern slowly but unmistakably shaped itself," said *Variety*. "Radio now belonged, without question, as an integral part of the town, the community, the city."

As *Chimes* goes to press, integration of NBC's three local stations has been announced, bringing WNBC-FM and WNBT also under the direction of Tom McFadden, Manager of WNBC.

Among those missing when the photographer made his rounds were Don Norman, Sales Manager, Clay Daniel, Production Supervisor, and Producers Walter Law, Van Fox and Lee Jones.



A typical "Salute to Cities" broadcast shows the "Hi! Jinx" program originating from Rutgers. Seated at right, Jinx and Tex McCrary.



Tom Page, Agricultural Director, does a first-hand, on-the-scene pickup for his early morning farm program, Monday-Saturday, 6-6:30.



Fred S. Heywood, Director of News and Special Events, and Wini Schaefer, his assistant, plan cues and timing for "Metropolitan News Roundup."



Business Manager Marjorie Hutchison and Michele Lescure, secretary to Tom McFadden, trying to find wall space for the second "Variety" award.



Scott Buckley, producer, goes over the show with Norman Brokenshire, under the watchful eye of D. L. Provost, Program Manager of WNBC.

Dyke-Young Wedding

Ken R. Dyke, NBC Administrative Vice President, and Mrs. Valerie Young, of Toronto, were married at Central Presbyterian Church here Friday, Nov. 5.

Mrs. Young, who made her debut in 1936, is a granddaughter of the late Archbishop Sweeny of Toronto and a cousin of Margaret Cuthbert, of Public Affairs.

Visits Bahamas

Peg McNeany, of Press, has returned from a visit to the Bahamas.

Janice Havens, of Personnel, is teaching a course in Interior Decorating at a local high school.

Roy Battersby, of Press, recipient of *Big Story's* \$500 award, guested Oct. 30 on *Television Screen Magazine*.

Warren Scofield, of Music Library, has returned to his desk, after an illness.

HAZARDS, TWENTIETH CENTURY

Harriet Davis and Nancyann Woodward, researching *Living, 1948*, were recently assigned a new office. They had no sooner settled down to do some serious work when the lights suddenly went out. Thorough investigation revealed that the office lights were connected with those in a television studio next door. So, when it's "lights out" for a telecast, Harriet and Nancyann are left huddling close to their desk lamps next door.

Vivien Carroll, of Guest Relations, won a \$1,000-diamond ring by signing her name to a guest card at a new jewelry store in Bridgeport.

Attends Overseas Press Luncheon

Ethel B. Smoak, of Information, attended the luncheon given by the Overseas Press Club recently for Governor Strom Thurmond.

As a colonel on Governor Thurmond's staff, Miss Smoak sat at the speakers' table.



Ethel B. Smoak, guest at Overseas Press Club luncheon, recently.

Librarian of NBC Symphony Knows His Violins Inside Out

By Phebe Crosby

When James B. Dolan, NBC Symphony librarian, knocks on wood, he isn't being superstitious—he's testing the wood for his violins. His avocation is making violins. "You have to get wood that is alive," he says. "When you knock on it, you have to hear it ring. As long as it is alive, the older it is, the better, and it's really prime, if it's been somewhere where there are vibrations going on."

One of his best violins has a top made from an old fine-grain spruce beam from historic Old North Church, in Boston. Wooden floor boards from a stage, or the sounding board of an old piano are good, too, he says.

He has to find several different slabs of wood for each violin, as the top, through which vibrations must travel faster, must be made of soft wood such as spruce or fine-grained pine. The back can be made of hard wood, maple or sycamore. The ribs are made of maple and curved by application of heat.

Jimmy began his career as a violin maker in his school days, after he had invested in a series of 52 violin lessons with the violin thrown in. For obvious reasons, this violin wasn't very good and he began to wonder if he couldn't do better himself. He found some books in the Pawtucket, R. I., library and started carving.

It took him almost six months to complete his first instrument, a Stradivarius type. His second, completed when he was 19, was an Amati type. Altogether he has

made five violins, each consisting of at least 70 pieces of wood. He buys or has been given the smaller



James B. Dolan

fittings—the ebony pegs and the fingerboard.

Here in New York, Toscanini and other NBC Symphony conductors keep Jimmy pretty busy, but he and his roommate, Louis Eley (Fred Waring's concertmaster), have designs on a section of their apartment house basement for a workshop. Meanwhile, Jimmy has broken down a cheap fiddle into a charming knick-knack cabinet for their livingroom. He says, wryly, "At the moment, I'm breaking instead of making them."

change a Hooperating single-handedly.

Sound Effects gave a farewell party at Toots Shor's for Walter O'Meara, who has been transferred to Television.

Cindy Converse and Bob Holt, of A&P are taking the Advertising Club's course in Advertising and Selling.

Al Scott, of Sound Effects, has been touring with the *Cavalcade of America* show, Canada one week, Chattanooga the next.

Francine Larscheid, of Wisconsin, has joined Radio Recording.

Les Harris, of Radio Recording, who was married recently, has returned from a Miami honeymoon.

Joyce Ritchie, of Radio Recording, has returned from her honeymoon.

Burt Adams, of Station Relations, has returned from a station trip to Texas.

Fox-Lester Wedding

Van Fox, producer on WNBC, and Joyce Lester, of network production, will be married, Dec. 4.

Florence Meyfohr, of Radio Recording, visited Williamsburg, Va., with her family, on vacation.

Lois Cole, of WNBC promotion, will soon marry Ted Seehoff, of Bronxville.

Gladys Quadt has joined Easton Woolley's office, in Station Relations.

Connie Roenne Marsh, of Research, is back from a trip to Bermuda.

Bill Bloxham, of Purchasing, has been home taking care of a fractured heel.

Quiz Show Winner

Helen Bishop, of Television, won a quiz show jackpot prize—a diamond-encircled watch.

Ernest Varga recently joined the Transmitter staff at Bound Brook.

Ruth Levin has replaced Edna Kane in Purchasing, and Bill Ryan has taken over the duties of Bob Johnson, who has transferred to Controllers.

Al Lindstrom, of Bound Brook, has returned from a vacation in Vermont.

Stanley Crabtree, of Bound Brook, spent a week on Long Island, fishing.

Don Mercer, of Radio Recording, spent his vacation in New England.

Pat Holton, Nan Farrell and John Marsich have transferred from Research to Al Reibling's office in Television.

Joe Stemple, of Bound Brook, made a trip to New Haven, to assist in the installation of microwave television equipment for the Yale-Vanderbilt game.



Kay Henderson and Jane Crowley at Continuity Acceptance Party.

Newcomers in Television

Joe Milroy and Helen Bartlett have rejoined Television, and Joe Cavaliere, Vic McCloud and Des Marquette have reported in from Hollywood.

Carol Zimmerman, of National Spot Sales, is recuperating from an operation and will be back soon. Kit Stevens has been pinch-hitting for her.

PLUMMER PARADES

Civic-minded John Plummer, of Music, led a unit of Boy Scouts up Fifth Avenue in the Columbus Day parade.

All went well till he came too close to an equine member of the police force. His wife, a former NBC music librarian, cartooned the amusing result.



Plummer vs. Equine Critic

LEGAL PARTIES AT WALDORF

The Legal Department held a party in the Pillement Suite of the Waldorf-Astoria, Oct. 14. Bob Myers and Gus Margraf handled the arrangements.

Theo Greenman, from Stamford, has joined Network Sales as secretary to R. W. Sarnoff.

Janet Dugan, a June graduate of Elmira College, replaces Betty Smith, of Personnel.

Carol Lieberman, Michigan '48, has joined Network Sales as secretary to H. V. Anderson. She studied Radio at Michigan and is interested in script writing.

Helen Korday, of Personnel, has enrolled in a commercial art class, and Seth Faison in a life class.

Bea Daily, of Legal, has recovered from a recent illness and returned to her office.

Bridge Tournament

The last two meetings of the Bridge Group for the fall season are scheduled for Nov. 23 and Dec. 7.

At the end of the first three sessions, competitive standings were: Percy Smith leading, Joan Tito, Rita Chalas, Sylvia Hutchinson, Irene Thorner, Mike Boland, Helen Davis, Henry Gillespie, Louis Newman, Mildred Schmidt, Ken Derby, Margaret Riebhoff and Frances Heim.

RIDE 'EM, COWBOY

The young man who has been limping painfully around the build-

ing is the Mail Room's Bruce (Tex) Wilson. Tex spent 40 seconds on a bucking Brahma steer in the open competition of Gene Autry's Madison Square Garden Rodeo a couple of weeks ago.

Tex, who is really from Texas, says if the Suggestion Committee receives any recommendations that mail boys be furnished steers to ride on daily deliveries, he did not submit them.

STATION NOTIFICATION DIVISION

Three divisions of the Traffic Department—Commercial Traffic, Sustaining Traffic and Station Reports—have been incorporated into a single division to be known as the Stations Notification Division, Vice President Harry C. Kopf has announced.

Matt Boylan is Supervisor of the new division. Hamish McIntosh has been appointed Section Supervisor of the Commercial Program Section, A. Caramore, Section Supervisor of the Sustaining Program Section, and Margaret Riebhoff, Section Supervisor of the Station Reports Section.

The Traffic Department will now be divided into three divisions instead of five. The other two divisions are Operations, under the supervision of John Hilton, and the Communications Division, under the supervision of Louis Zangaro, Chief Dispatcher.



Bill McMurray, Eng., visits his parents' cottages in Florida.

THE WAYWARD BUS

Ed Williams, of Duplicating, bought a car in Connecticut, registered it in New York and drove it on Long Island. Then, on Charlie Atlee's advice, Ed took it to a mechanic in N. J. for repairs. The mechanic said it wasn't worth fixing and Ed was about to sell it to a junkman, when Harry Lloyd

heard about it and saved it for posterity by buying it himself.

Television for the Layman

Understanding Television—What It Is and How It Works, by Orrin E. Dunlap, Jr., RCA Vice President, was published by Greenberg, New York, Oct. 1.

Wade Arnold to Direct Special Program Unit

Wade Arnold, Assistant Manager of the Script Division, has been named to direct a special program unit designed to broaden the scope of NBC documentary and public affairs programs. He will be assisted by James C. Harvey.

Bill Roden, of Personnel, has returned from a fall hunting trip.

TELEVISION SEMINAR FOR NBC AFFILIATES

The second television training seminar for NBC affiliates was in session here, Oct. 18-29, with 14 program men and engineers in attendance.

In addition to lectures by NBC television experts, the seminar included observation and participation in a telecast from *The Village Barn*, and a studio clinic on lighting, scenic construction, television makeup and camera techniques.

Representing NBC affiliates were William Bates, WDAF, Kansas City; Joel Carlson, WTAR, Norfolk; Ray Olsen, Soren Munkhof and Harold Storm, WOW, Omaha; William A. Dean, WIRE, Indianapolis; Charles Siverson and George Driscoll, WHAM, Rochester; Clair McCullough and Gorman Walsh, WGAL, Lancaster; George A. Heinemann and Norman Felton, WMAQ, Chicago; Al Constant, KRON-FM, San Francisco, and John Pepper, WTAR, Norfolk.

The third seminar for affiliates is tentatively scheduled for January.

Music Course

A comprehensive music course designed to give a well-rounded background in the various phases of music for radio is being conducted for members of Guest Relations, under the direction of Marie Miller.

Lectures will cover elementary music theory, forms of musical composition, history and development of music, choice of background music. Material will be supplemented by recorded illustrations, and arrangements are being made to have guest speakers.



Stork Talk

To Jack deRussy, Spot Sales, a son, Sept. 10. Name: John Carter Nicholas.

To Dick Davis, Script, a daughter. Name: Susan.

To Joe Merkle, Station Relations, a son, Oct. 11. Name: Joseph, Jr.



Bee Carter, of Research, with the Dalmatian puppy she is training.

Bee Carter, of Research, showed Copper Coin Renniks, her 8-month old liver-colored Dalmatian at Kingsbridge Armory, Oct. 31. The puppy placed first in 8 dogs.

SUGGESTION SYSTEM AWARDS FOR OCTOBER

Winners of Suggestion System awards in October were: Joan Bacco, Controllers, \$5; Mary Bell, Engineering, \$25-bond; Joseph Branagan, Traffic, \$5; Betty Brand, Engineering, \$5; Gerard Breiten, Guest Relations, \$10; Caroline Doll, Program, \$5; Audrey Edwards, Research, \$5; Eleanor Gardella, Controllers, \$5; George Knaus, Program, \$15; Dorothy Mackie, Research, \$5; Mary Schlorek, Research, \$5; Eleanor Tarshis, Television, \$25; Thomas Tart, General Service, \$10; Edward Thompson, General Service, \$5; Jean Woodside, Research, \$5; Alfred Weber, Engineering, \$5, and Joseph Zitz, Radio Recording, \$5.

The Wizard and the Mermaid

A&P reports that Jack Snow, who inherited authorship of *The Wizard of Oz* tales from the late L. Frank Baum, has piscatorial troubles. Jack is moving, and his many books and his two cats are a little clumsy to move, but at least they're transportable. A&P is worrying about Lorelei, the merry mermaid who's been living in his bathtub. Can he take her in a taxi, or should he wait until a rainy day and ask her to swim up?

SUCCESSFUL SEASON FOR NBC-AA BOWLING LEAGUE

By Vincent Carey

After six weeks of matches, the Bowling League is well on its way to a successful season. The Engineering team, under the captaincy of George McElrath broke away fast and is leading the league with 19 wins and 1 loss, with Radio Recording in second place, 16 wins.

The Recordettes, led by Rita Chalas, heads the women's list with 13 wins, and Radio Rogues is second with 9.

Traffic rolled an 873 game, high for the season, while Controllers leads the high series with 2435.

Individual high is held by Bill Bork with 178.53 for the men, and by Joan DeMott with 146.75 for the women. Walter Wiebel has a 245 game to his credit, and Mary Ruiz leads for the women with 196.

Bill Bork also has first high series, 611, and Mary Ruiz and Joan Hansman have a high series of 490.

It looks as though the Gremlins are out to garner all the individual honors for the women this season. At present, Mary Ruiz, Joan DeMott and Joan Hansman have the first three high games, and Joan Hansman, Mary Ruiz and Grace Sniffin have the three high series.

Team standings are as follows: Engineering, Radio Recording, Traffic, Controllers, Recordettes, Construction, Gadgets, General Service, Accounting, Radio Rogues, Research, Gremlins, Set-Ups, Studio Grips, Audio Video and Spot Sales.

BASKETBALL WINTER SCHEDULE IS ANNOUNCED

NBC's basketball team is scheduled for its third game of the season, Nov. 15, playing against Liberty in the Industrial League.

Cal Wheeler, of Controllers, is manager of the team, and the players are George Lefferts, of Script, Jim Hayes, Program Production, Ted Everitt, Mail Room, Dick Gillespie, Sound Effects, Fred McKinnon, General Service, and Ed Steiner, Guest Relations.

NBC plays Eastern Air Lines Nov. 24, Rockefeller Center Nov. 29, Abercrombie Dec. 8 and Asiatic Dec. 15.

Games are played in the Rockefeller Center gym and are usually scheduled for 6 p.m.

ELECTION TELECAST

(Continued from Page 1)

ceptance speech of a successful candidate for major office when Mayor William O'Dwyer was elected.

Reporters and editors of *Life* collaborated with NBC on election coverage.

Seven east coast stations carried the night-long program: WNBT, New York, WNBW, Washington, WPTZ, Philadelphia, WBAL-TV, Baltimore, WBZ-TV, Boston, WRGB, Schenectady, and WTVR, Richmond.

A duplicate arrangement for coverage of returns was set up in the midwest, with headquarters in Cleveland.

Radiofortuna

Italian radio has borrowed the format of U. S. giveaway programs, reports *Radio Daily*, and is using it to encourage listeners to pay up delinquent radio set license fees.

On a government program called "Radiofortuna 1948," every day a license number is picked from a hat and if the official treasury records show that the set owner is paid up to date he wins an automobile, motorcycle or some other valuable prize. If his license is unpaid, he cannot collect the prize.

Payment of fees has increased 25% since the show went on the air.

Programs for Export

Great Britain wants to be the first country in the world to export television, according to *The New York Times*. British television is to be demonstrated in Norway, Sweden and Belgium, and an effort made to export the programs, at least.

Video in Spain

RCA representatives have been demonstrating the latest RCA television equipment in Spain.

Pickups featured typical dances of Sevilla and Aragon, reviews of the Moorish Guards, and presentation of American motion pictures.

Telecasts included the traditional bullfight, and the Madrid theatre chosen for the show was crammed to capacity with 2,000 fans, two hours before the scheduled time.

RCA International Division has also demonstrated television in Mexico and Italy. The first demonstration on the continent was at the Milan International Fair in June, 1947, followed by demonstrations at Vatican City and other Italian sites.



—Reprinted from *Collier's*

Studio-Side

Stage and screen stars in our studios recently were Walter Pidgeon, Irene Dunne, Linda Darnell, John Hodiak, Tallulah Bankhead, and Paul Muni.

Arthur Treacher and Mischa Auer rehearsed with much gusto for *His Master's Affairs*, and seemed to enjoy thoroughly adapting stage mannerisms to television technique.

Mary Boland, who appeared in the video version of *Dinner At Eight*, was somewhat mystified about the radio ear buttons the director et al. wear in the television studios. She was heard to exclaim sympathetically that she thought it was nice that television was hiring so many disabled veterans!

NBC's election night audience heard some unrehearsed sound effects when studio personnel began stamping out a small paper fire on the tabulating platform. Announcers quickly explained that it was not a demonstration.

Amongst those in Studio 8-H, that night, overseeing the proceedings were General David Sarnoff, President Niles Trammell, Vice Presidents Charles Denny, Ken Dyke and Sidney Strotz.

The studio audience wandered in and out to take in both the new television screen in the Plaza and studio goings-on.

Ex-Postmaster James A. Farley created quite a stir when he came in. In his party was Irene Rich. Mr. Farley came in at 11 and again at 2 a.m.

The photographic corps covering for NBC was led by Sid Desfors, and even Murry Harris was snapping pictures.

To ease the heat thrown off by the lights used for the third Toscanini telecast, last Saturday, air conditioning in Studio 8-H was turned up full blast for a couple of hours before the broadcast.

Maestro Toscanini is a great television fan and runs back between numbers, whenever possible, to take a look at the set in his dressing room. Also, the first thing he does when the program is off the air is to go see the kinescope recording of the program run off.

PROMOTIONS

Henry Bamberger, to Video Camera Engineer, Engineering.

Lenore Baylis, to Continuity Typist, General Service.

Ruth Beber, to Sales Service Assistant, Spot Sales.

David Bellin, to Senior Mail Clerk, General Service.

Carl Cabasin, to Technical Director, Engineering.

Carlos Clark, to Video Control Engineer, Engineering.

Irene De Vonyar, to Varitypist, General Service.

Harry Grelck, to Master Control Room Engineer, Engineering.

Nancy Johnson, to Typist Clerk, Guest Relations.

Robert D. Johnson, to Disbursement Clerk, Controllers.

Theodore Kraus, to Master Control Room, Engineering.

Carolyn Kresser, to Traffic Clerk, Spot Sales.

Joyce Lester, to Secretarial Assistant I, Program.

George A. Mathes, to Master Control Room Engineer, Engineering.

George McKeon, to P. O. Clerk, General Service.

William McMurray, to Model Shop Clerk, Engineering.

Walter Mullaney, to Video Control Engineer, Engineering.

Stanley Peck, to Video Control Supervisor, Engineering.

Virginia Reffler, to Traffic Supervisor, Spot Sales.

Robert Ruffer, to Duplicating Operator, General Service.

Thomas Smiley, to Video Control Engineer, Engineering.

A STAMP FOR YOUR CHRISTMAS CARDS



FIGHT TB

Buy Christmas Seals



FOR SALE—Pre-war G.E. self-charging portable, \$25. Call Rudy Kuehn, Room 579, Ext. 342.

FOR SALE—Christmas gift items at a discount. For list of stores, call Employee Services, Ext. 147.

FOR SALE—NBC lapel buttons, earrings, pins and charms. Employee Services, Room 512.



Chimes

NEWS AND VIEWS OF NBC PERSONNEL IN NEW YORK

DECEMBER • 1948

VOL. 6 NUMBER 10

NBC CAMERAS COVER CHRISTMAS PARADE

More kids with less confusion than ever saw Macy's Thanksgiving Day parade this year, as many a relieved parent relaxed with the youngsters beside a television screen.

For two hours the kids sat fascinated while enormous character balloons, gay floats and bands paraded past. Highspot of the parade, before Santa Claus, was the arrival of NBC's Howdy Doody, mounted with a dummy television camera and Clarabelle, his clown, on a candy cane float, one of the biggest in the parade. The glad shrieks that greeted Howdy were out-decibeled only for the appearance of Santa himself.

At 34th Street, on Macy's marquee, Bob Smith, Howdy Doody's originator, stood beside Santa Claus for the official inauguration of the Christmas season, while Commentator Ray Forrest, who was covering the show, interviewed Howdy by walkie-talkie.

NBC television cameras covered the whole parade, as well as the activities on Macy's marquee. There Ray Forrest also interviewed Explorer Dave Irwin and an Eskimo family appearing on the telecast.

Doug Rodgers, who directed the

CHILDREN'S CHRISTMAS PARTY, FRI., DEC. 24

The annual Christmas party for children, jointly sponsored by NBC and ABC, will be held Friday, Dec. 24. The party, which will be staged in NBC's Studio 8-H, will begin at 10:15 a.m.

Madge Tucker, ABC star, will head the entertainment program, assisted by a group of child radio stars. There will be carolling and Christmas music, and Milton Cross will appear in the role of Santa Claus.

The party is for children of NBC-ABC employees.

pickup, reported that one of the Eskimo huskies lent some unexpected color by whimpering plaintively throughout the proceedings, while a second kept cameramen on the alert by threatening to nip NBC's commentator.

An unofficial audience reaction check of one two-year-old member of the video audience evoked a five-minute spiel of ecstatic chatter—regrettably unintelligible—and a grave suspicion that this year's Christmas stockings will be hung on the television sets instead of beside the chimneys.

TWO-BILLION LEVEL FORECAST FOR TELEVISION INDUSTRY

Basing his prediction on an annual production of four million sets, William S. Hedges, NBC Vice President in Charge of Planning and Development, forecasts a two-billion-dollar-a-year level for the television industry by 1954. Mr. Hedges arrived at the figure by estimating retail price at \$350 per set for a total of \$1,400,000,000, and annual expenditure for the sale of time and talent at \$600,000,000. "The five years between 1949 and 1954, including time, talent, set manufacturing and investment in transmitters will total between eight and ten billion dollars, and television alone will be responsible for the employment of more than one million people," said Mr. Hedges.



William S. Hedges

LIFE REPORTS ON TELEVISION BOOM

In its issue of Dec. 6, *Life* reviews the progress of America's newest big industry, and reports that earlier predictions of 1950's achievements have been realized two years ahead of time.

The new medium has an immediacy about it, says *Life*—"an it's-happening-right-there-while-I'm-watching' quality which makes the whole world of entertainment, journalism and politics want to get into the act."

PRODUCER WILL CONDUCT SAN ANTONIO SYMPHONY

Don Gillis, composer, and producer of NBC Symphony broadcasts, will conduct the San Antonio Symphony Orchestra in his own *Symphony No. 7*, Saturday, Dec. 18.

The symphony was written for Texas Christian University and first performed there, with Mr. Gillis as conductor. He was awarded a doctorate of music there on the occasion.

This will not be television's total contribution to the economy of the nation, he pointed out. Discussing the potency of the new advertising medium, he said that the expenditure of \$600,000,000 by advertisers should produce thirty billion dollars worth of sales. "For the first time in the history of advertising," he said, "sight, sound and motion are combined in the consumers' own homes. The advantages of the printed word are still retained, the value of illustration is enhanced by giving it action, and, above all, the persuasiveness of the human voice, which has made broadcasting so potent a force, is kept at work for television."

Television is the fastest growing industry in America, he said. In the last three years it has expanded from about 10,000 receivers in four cities to about 800,000 sets served by 41 stations in 25 cities.

He further predicted that the growth of television in the next few years will be concentrated in the northwestern section of the United States in an area above a line from Norfolk, Va. to Kansas City and east of a line from Kansas City to Omaha to Minneapolis."

Within five years, he said, television will figure in at least 150 markets of the nation, with a total of 500 stations serving an audience of 16,000,000 television families, in addition to hundreds of satellite stations, perhaps as many as 600, relaying programs to smaller cities.

Mr. Hedges made his prediction in a speech, Nov. 16, before a luncheon meeting of the New York Lions Club, at the Savoy Plaza Hotel.



One of many amusing character balloons in Macy's Thanksgiving Day Parade, stopped at the Hotel Astor as the floats wound down Broadway.



ELLEN RYAN, *Editor*

STAFF

Don Foley—*Adv. & Prom.*
 Kay Henderson—*Cont. Accept.*
 Joan G. DeMott—*Controllers*
 Hal McConaghy—*Engr., Air Cond.*
 Jane Kenney, Mary Cregan—*Engr., Aud.-Vid., Facilities*
 Ed Watkins—*Eng. Empire State*
 Vincent Genzardi—*Engr. Maint.*
 Ed Stolzenberger—*Engr. Master Control*
 Mary Bell—*Engr. Recording*
 Willard DuBois—*Engr. Studio & Field*
 Mel Stickles—*Bound Brook*
 Bill Haerer—*Port Washington*
 Mary Heller—*General Service*
 Ed Williams—*Gen. Ser.*
 Charlie Atlee—*Duplicating*
 David Bellin—*Gen. Ser.-Mail Room*
 Jo DiMarco—*Gen. Ser.-Steno.*
 Lari Tery—*Guest Relations*
 Eileen Tobin—*Information*
 Elizabeth Moloney—*Legal*

Elaine Simpson—*National Spot Sales*
 Helen Lampros—*Network Sales*
 George Swisshelm—*News & Sp. Ev.*
 Janet Dugan—*Personnel*
 Jesse Birnbaum—*Press*
 Robert Wogan—*Program—Announcing & Production*
 Phebe Crosby—*Music*
 June Locke—*Script*
 Frank Loughran—*Sound Effects*
 Pat Gormley—*Supervision*
 Hilda Watson—*Public Aff. & Ed.*
 Marilyn Costello—*Radio Recording*
 Emmie Hill—*Research*
 Marion Lucas—*Station Relations*
 Bill Forrester—*Traffic*
 Terry Gurbach—*Television*
 Rose Sheeky—*Television*
 Ernestine Thomas—*Treasurers*
 Betty Michaelis—*Treas.—Pur.*
 Marjorie Hutchison—*WNBC*

Photographers—Art Selby, Sy Friedman

NBC SHOWS REAP AWARDS

NBC shows reaped a regular harvest of awards during November. On Nov. 17, the WNBC *Hi! Jinx* program, starring Tex McCrary and Jinx Falkenburg was awarded second place in *Billboard's* first annual program competition. On Nov. 24, the show received a citation for service to American democracy from the Bureau of Intercultural Education, for consistently reminding their listeners that the country's strength and prosperity stem from the unique and varied character of the people.

Results of the *Cleveland Plain Dealer* readers' poll, announced Nov. 24, placed five NBC stars on the first team of the 1948-1949 All-American Radio Eleven — Bob Hope, Fred Allen, Jack Benny, Art Linkletter and Dennis Day. NBC also made a complete sweep of the comedians category, in the following order: Bob Hope, Jack Benny, Fred Allen, Red Skelton, Fibber McGee and Edgar Bergen.

In the semi-classical musical

show division, NBC again swept the field with *Telephone Hour*, Fred Waring, *American Album of Familiar Music*, *Voice of Firestone* and *Manhattan Merry-Go-Round*.

To wind up the harvest, on Nov. 28, the National Council on Family Relations presented an award of merit to *Living—1948* for the documentary, "Marriage in Distress." This was written by Lou Hazam and produced by the Public Affairs staff under the supervision of Wade Arnold.

Toy Show

The annual Toy Show at the Museum of Science and Industry opened Dec. 6 and will be on exhibition until Dec. 31. The Museum is also featuring a collection of rare Swiss music boxes, some of which date back to 1789, the year the first music box was made. This is the first American showing of these music boxes.

THANK YOU, my friends and associates in NBC, for all your help and cooperation these past twelve months. Please accept my sincere wish that the coming year will bring to each of you a generous share of health and happiness and "the durable satisfactions of life." At this cheerful season of the year I do not know any better way of expressing that wish than in the familiar formula that never grows old:

Merry Christmas and A Happy New Year



Viles Trammell

DAVIS, CHICAGO MAN, WINS NATIONAL SUGGESTION AWARD

Ralph S. Davis, of NBC Engineering, Chicago, has been awarded a \$200-bond as a national award for a suggestion that saved the company considerable costs in operating expenses in a five-month period, it was announced today by the Suggestion Committee, here in New York.

Davis' suggestion was that the reverse side of "single face" recording discs be used in recording blanks for "safety copies" during Daylight Savings operation. The idea occurred to him when he noticed the fine condition of the lacquer surface on the reverse side of the discs. Mr. Davis also received a local award in Chicago for the suggestion.

ADAMS APPOINTED TO NBC STAFF

David C. Adams will join NBC Jan. 1 as assistant to Charles R. Denny, NBC Executive Vice President.

Mr. Adams resigned as vice president and general attorney of RCA Communications, Inc., to accept the appointment.

Before joining RCA Communications in July, 1948, he was assistant general counsel of NBC, having come to this post from the legal staff of the Federal Communications Commission.

Television on the Thames

A British actor, last week, predicted that there will be a 50-acre television city in London in the near future.

It will have eight or nine studios, tanks for water effects and "everything that goes to the making of films," he said.

Sells Script

Eleanor Tarshis, of Television, sold a script to the *Dr. Christian* program in the show's annual contest. The script will be used sometime after the first of the year.

This is the second time Eleanor has placed a script with this program. She was one of the contest winners also, two years ago.

Escorts President's Daughter

James P. Gillis, Account Executive in Spot Sales, escorted Miss Margaret Truman to the opening of the Metropolitan Opera, Nov. 29.

Master of Ceremonies

Patrick J. Kelly, NBC Chief of Announcers, acted as master of ceremonies on the H. P. Davis National Memorial Announcers' Award program, Dec. 8.

National winner was Howard Reig, staff announcer for WGY, Schenectady, N. Y.

STATION WNBC SPONSORS SECOND CARE APPEAL

Throughout broadcasting hours Thanksgiving Day, WNBC featured the theme that America's plenty should be shared with Europe through the medium of CARE, the Cooperative for American Remittances to Europe.

Beginning with a sign-on plea for contributions at 5:30 a.m., the appeal was echoed in special announcements and interviews until the sign-off at 1:00 a.m.

Douglas Fairbanks, Jr. and Edna Ferber were among celebrities appearing on special programs.

Last year's all-out drive sent eight tons of food to Europe, enough to feed three thousand people for a month.

Visits Poconos

Helen Walker, of Controllers, spent the first week in November at Buck Hill Falls, in the Poconos. Most of the time she played golf, one of her favorite sports, bowling being her first love.

TOURING ENGINEERS

Members of the Radio Group, of Engineering Facilities, have been on a number of jaunts throughout the country, this month. Ray Guy was on the West Coast for conferences on the FM station at San Bruno, and in Mexico City for the International Short Wave Broadcast Conference.

Lester Looney visited TV and FM stations in Cleveland, Chicago and Denver.

Paul Todd and Joe Costello have returned from long stays at WNBQ, Chicago and KOA, Denver, and are now on vacation. Paul Todd is enjoying his in Florida.

Fritz Rojas and Bob Byloff, of Audio-Video Engineering, are strangers to Room 517 these days. They are busy testing installations at 106th Street TV department.

Chester Rackey has just returned from a two weeks' visit to the Hollywood TV plant, where he was checking the progress of construction.

Gordon Strang, Ted Nolan, John Seibert and Bill Patterson are still in Hollywood, with Frank Connolly, Fred Everett and Frank Wright still in Cleveland, Elmer Dustin and Ed Piller in Chicago, and Joe Arnone shuttling between Cleveland and Chicago.

Engaged

Adella Worth, of Steno, has announced her engagement and plans to be married in December.

Thanksgiving in Havana

Helen Gonzales, of Duplicating, took a November vacation to spend Thanksgiving home in Havana.

GUEST RELATIONS REUNION

Paul Rittenhouse, Manager of Guest Relations, has announced that plans are under way for a reunion of GR alumni at Gilhuly's sometime after the first of the year. Postcards will be sent to all former guides and pages giving the exact date.

Joins Personnel

Dorothy Heilman, who is from East Orange, has joined the Records and Research Section of Personnel. Dotty graduated from N.J.C. in June. For the past two summers she has been a professional swimmer with a water ballet.

Grace O'Donnell, News Room, took her second week of vacation, beginning Nov. 8, after election. She is now secretary to Ann Gillis, and Barbara Pons, from Steno, has taken over as general secretary.

NBC People

Engagement Announced

Mary Ruiz, of Press, became engaged Oct. 23, the day following her birthday, to Joseph Lynch, a member of the New York Police Dept.

Mitchell-McCabe

Jean Mitchell, of Announcing, and John J. McCabe were married Oct. 23. After the marriage was announced Nov. 8, the Night Operation staff gaily decorated Jean's office, and next morning Jean found the walls covered with kitchen utensils, even including clothespins.

ELECTION FAN MAIL

The listening public is still sending in fan mail to Bob Trout, congratulating him for his 17 unbroken hours of reporting the results vote by vote. Telegrams were coming in for him and H. V. Kaltenborn even before they went off the air Wednesday noon.

It was Pat McGroarty, Press' Assistant Copy Editor, who scooped other newsmen on Governor Dewey's statement he would not run again in 1952. Pat and Copy Editor Leo Hershendorfer spent Election Tuesday and most of Wednesday at Republican headquarters.

Announcer Lionel Ricau, formerly of NBC's Nashville affiliate, WSM, is a good mimic. His specialties are Jimmy Durante and Amos 'n' Andy.

Otto Glade, from the Washington News Room, has joined the N. Y. staff to replace Newswriter Paul Husserl, who has left NBC.

Allin Robinson has returned from Political Sales to his duties as Night Program Manager. Robbie and Producer Arthur Austin alternately manned 8-H control room, coordinating operations for the all night-following day election coverage.

Lorin Myers has joined Advertising and Promotion as Assistant Manager of Sales Promotion. Already well known to many New York NBC personnel, Lorin made a name for himself as Promotion Manager of WRC, Washington.

Songsmith

Hot off the presses of R. L. Huntzinger, Inc., is Bill Paisley's latest song, *How Do I Know?* As the lyrics are particularly suited to weddings, Bill is hopeful that it may make the much-used *Because* and *Oh Promise Me* move over.

Air-borne

Mike Dann, of Press, had a hand in the publicity for the Elgin Show recently, and it was his office they used for blowing up the 450 balloons released from the top of the RCA Building in mid-November.

Celebrate Anniversary

As the only surviving (NBC-wise) two of the original twelve war-time receptionists, Rosemary Pfaff and Kathryn Cole of Information, celebrated their sixth anniversary at NBC, recently.

Addie ("Texas") Schubert, of Engineering, Room 1055, has returned to her desk after a tonsillectomy.

WNBC Transmitter staff at Port Washington is getting ready for winter. Al Duffy, vacation relief, has left until next year, and Tom Sprague is getting the snow shovels ready to dig out if necessary. The larder even is being replenished so the boys can eat, if snowed in.

Kathleen Hughes, of Steno, has had an eventful month. Early in November she fractured two of her fingers in a drug store door, but later, her luck turned and she found a \$20 bill in a butcher shop, of which the grateful owner gave her \$5.

Transfers

Lyda Robinson has transferred from Steno to Radio and Allocations Engineering, Room 1055.

Lois MacLardy, Radio and Allocation Engineering has transferred to Television Production, Room 670.

Visits Son's Farm

Gus Bosler, Engineers' Model Shop, is going to spend one week's vacation on his son's farm in Norwell, Pa.

Mrs. Nancy Raimondi, formerly of Steno, had a baby girl, Nov. 3. The baby's name is Roseanne.

Bill Leary has returned to duty in Duplicating, after a sinus session in the hospital.

Clark Bundick, Engineering Technical Services has returned from two weeks' vacation in Virginia.

Mary Heller, of General Services, celebrated her birthday, Nov. 8. Her office surprised her with a chrysanthemum plant, an orchid and candy.

Donna McClintock replaces Jean Conkey as Peter Tintle's assistant in the Tour Division of Guest Relations. Jean has left to become the bride of Stanley Tupper, of Canton, N. Y.

Nancy Kamps, of Lynbrook, L. I., has joined Sales, and Theo. Greenman, secretary to Robert Sarnoff, has joined Mr. Sarnoff in Television Programming.

CHIMES' YOUNGEST READERS



Judith Hirsch, age 6



Lawrence Hirsch, age 3

Chimes is proud to present here its youngest readers, Judith and Lawrence, children of Phil Hirsch, of Research.

Phil didn't exactly say they read *Chimes*, but, anyway, they look at it, and having seen small radio stars at the NBC Christmas party and pictures of children in *Chimes*, they have been asking "Daddy, do all these children work for NBC?"

When Phil explained "No, they're

children of NBC employees," of course, the next question was "Well, then, why isn't our picture in there?"

After much prompting by other members of Research, Phil brought the pictures in. So here, at last, are the pictures of Judith and Lawrence Hirsch, whose daddy works for the National Broadcasting Company down in Radio City.



Simon Avnet has the determined look of a man making a "scoop," as he steadies his tripod to shoot.

Cameraman Tom Burney checks distance and focus for an angle shot, from a high vantage point.



Jim Woolley wields his brush carefully as he splices chosen footages.

Editor-in-Chief Paul Alley reads his script against a stopwatch.



Film Editor Phil Wyly selects shots, Asst. Ken Baldwin watching.

Mme. Chiang Kai-shek, as she appeared in a recent NBC reel.

This is NBC NEWSREEL

NBC's Television Newsreel doesn't usually "play Broadway," but it can happen. Right now, a specially made sequence of the Newsreel showing the inauguration of a woman president and the bewildered actions of the first First Gentleman of the Land is used in the opening scene of the new Bobby Clark Broadway hit, "As the Girls Go."

More usually, the NBC Newsreel plays the NBC video circuit, WNBT and the east coast network, subscribing owned-and-operated's and affiliates, and BBC and French television in an exchange service. Beginning Jan. 12, 1949, the Newsreel will appear simultaneously on NBC's midwest television network.

Soon to celebrate its fifth anniversary, the NBC Newsreel was started in March, 1944, with Army Signal Corps, Navy and Marine Corps combat films, and was called "The War As It Happens." It brought to the television screen the great battles of the Pacific, and the stirring story of Normandy and Omaha beachheads on D-Day, the invasion of Europe. Then came the liberation of Paris and the great surrender scenes in Europe and aboard the U.S.S. *Missouri* in Tokyo Bay.

Presenting longer versions of news stories than theatrical reels could afford, NBC Newsreel was getting them on before they reached the theatres. In those days, Paul Alley, Producer and Editor-in-Chief of the Newsreel, and one film cutter comprised the entire film department, and the trade laughingly began to call Alley "the one-man newsreel."

"When General Eisenhower came home from Europe, NBC Newsreel hired its first motion picture cameramen," Paul Alley recalls. "The General spoke before Congress on a Monday morning, and NBC Television presented it on the air in New York the same night—and remember, this was before the days of the Washington cable."

"When New York opened its arms to the victorious general the following day, NBC Television had the pictures on the air that night, beating the theatre reels by a whole week. The infant was growing and newsreel editors began to sit up and take notice," says Paul.

Now NBC Newsreel has its own staff of cameramen, soundmen, electricians and film editors, plus connections with correspondent cameramen in the U. S. and abroad. These shoot spot news on assignment, short feature and personality stories in their locale and rush the film to New York by air.

Now located in NBC's Park Avenue studios at 106th Street, the Newsreel produces four 10-minute reels and one 15-minute reel each week, for release Monday, Wednesday, Friday and Sunday. Commentators for the films are Bob Trout, Paul Alley, John Cameron Swayze, Ben Grauer and Fred Heywood.

The Newsreel is sponsored on Wednesday by Oldsmobile, on Friday by General Electric, and the Newsreel "Review of the Week" on Sunday by Disney Hats. Newest addition to the schedule is "Featured This Week," a newsreel emphasizing happenings in the metropolitan area, which appears on WNBT Fridays at 6-6:10. Fred Heywood, WNBC-WNBT Director of News and Special Events, handles script and narration for this reel.

Producing a newsreel is a rush operation from the word "Go" — which the staff often wishes were at least a two-syllable word. Alley and News Editor Jesse Sabin make the assignments in advance. At 9 a.m. on "make-up day," Alley, Sabin, Cutting Room Editor Jim Pozzi and their assistants report to the Screening Room to view films submitted for the day's reel. They select the subjects they want and indicate footages. Pozzi orders appropriate music tracks, and the cutting room staff goes to work splicing the film in the proper continuity, inserting captions and synchronizing film reels with music reels. They also find time to prepare description sheets on the various footages making up the reel for the use of Editor Alley.

At 11:30 a.m. the staff goes to the Scoring Room to rehearse the "take" against a stopwatch. The commentator appears to read the script, prints are made, and by 3 p.m. the day's edition of the newsreel is completed.

One print of the 35 mm. film is made for the network broadcast, and 16 mm. copies for release to NBC O&A's and affiliates, whose equipment does not take 35 mm. film. Prints are filed in the Newsreel Library. Thousands of feet of film are filed in the Library's vaults, and they are available for servicing other television shows, exchange with foreign stations, and, occasionally, to furnish prints for newspapers and magazines.

However, clips for newspaper prints are usually wanted long before the film ever hits the files. One famous print made the front page of most of the country's newspapers. "That was the Saturday afternoon I told my wife I was going to a ball game," said Paul Alley. "I decided to eat chop suey instead—and gave the tickets to some friends. Harry Walsh, one of our cameramen, telephoned from Rio de Janeiro where he was covering President Truman to say he had the only shot of the President's car almost skidding over an embankment and all the picture services were clamoring for it. Was it all right to give it to them? The NBC telephone girls started a manhunt for Alley. Mrs. A. said he was at the ball game. They called the Television Mobile Unit covering the game that afternoon. 'Was Alley sitting in the NBC box? No.' Well, they finally ran me down, I ok-ed the release and we had a credit line 'By NBC Television Newsreel' in most of the morning papers."

NBC Newsreel beat the news services with the first picture of the eclipse, 5,000 miles from New York, covered the atom bomb tests at Bikini and had the scenes on the screen a few days after it happened. How they put on films in New York of Princess Elizabeth's wedding in London less than 24 hours after the ceremony is still television history.

"But the fastest job from a point of distance," says Alley, "was the picture story of Secretary of State George Marshall signing the Rio Pact at Peresopolis. The Pact was signed at 10 p.m. Walsh had his camera right on top of the signer's pen. Rushing the film to the airport, he gave it to the captain of the Presidential plane, which had been ordered to make a quick return to Washington.

"The film landed at National Airport at 3:20 the next afternoon. An Eastern Airliner held up its scheduled departure to take aboard the films. We had a motorcycle waiting at La Guardia and rushed the undeveloped film to the laboratory. At 9 o'clock that night—23 hours after the signing in Rio, 5,000 miles away, the film was seen on NBC television. There hasn't been a job faster than that on anybody's newsreel, and we think the record will stand for a long time to come."

Also assigned to NBC Newsreel are Assistant News Editor Gene Boesch, Assistant Cameraman David Klein, Soundmen George Jordan and John Langenegger, and Messenger-Clerk Clay Cassell.



Another recent newsreel scene: President Truman confers with Secretary Marshall, Paul Hoffman and W. A. Harriman on foreign aid.



News Editor Jesse Sabin looks over current AP wire reports.



Jim Pozzi, Cutting Room Editor, reviews a reel at the Moviola.



Art Rosenblum beside the film barrel, with Gerald Polikoff.



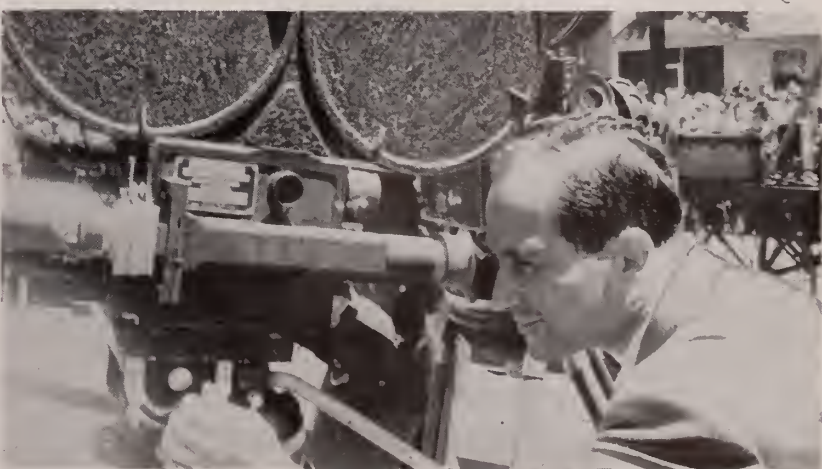
Librarian Fran Kerwin and Henry Ferens file for future reference.



Traffic Manager Johnny Krumpelbeck and the reels for the day.



Office Manager Stan Rotkewicz and Frank Baker check routings.



The smiling cameraman is Joe Vadala, whose films covering Washington and the near South for the Newsreel are flown to New York.

Doris Wilhelm, of Photo Files, has transferred to General Services. Ed Kane replaces her in Press.

Bob Garthwaite, Bob Howard and Dick Gillespie, of Guest Relations, have been promoted. The Bobs are now cashiers, and Dick Gillespie is transferring to Sound Effects.

Walter-Clifford Wedding

Clem Walter, Assistant Chief of Sound Effects Division, and Joan Clifford, of the Rockefeller Center Tour Section were married Thanksgiving Day.

Bill Ervin, Assistant Manager of Guest Relations, has bought a house in New Jersey and joined the ranks of the commuters.

Edith Kissenberth, of Radio Recording, brought in a couple of terrier puppies recently and gave them to NBC-ites. Ad Amor took one home.

New pages and guides in Guest Relations this month are Josephine Bomgardner, George Stroub, Elton Feeney, Lewis Marcuson and Nancy Felts.

Mildred Joy, of Research's Library, has returned from vacation in Clearwater, Fla.

Burt Adams, of Station Relations, has been on a three-week trip to Texas, Arkansas and Louisiana.

Steno has started an inter-office knitting club which meets in the lounge every Wednesday evening.

CANADIAN DOGHOUSE

Early in November, Script Editor Hugh Kemp took himself to Ottawa for a peaceful weekend with his family and to complete plans for moving his wife and little daughter to New York.

Everything about the trip was perfect — the reunion, breathing crisp, cold Canadian air again, pow-wow-ing with old friends, seeing Ontario in its fall colors, and almost best of all, getting away from radio for a spell. It was so perfect that Hugh was reluctant to return at all—that is, until he bumped into an old friend who was obviously upset about something.

It seems that Old Friend recently submitted some scripts to NBC for consideration. When they were returned, the playreader's confidential report was mailed too, clipped to the scripts. This was bad enough, but just to make it catastrophic, Hugh himself was quoted in the report on the merits of the script.

Hugh excused himself with dispatch and crept hurriedly back across the border.

Joe Callahan, of Sound Effects, and his son, Don, attended the six-day bicycle races.

Howard Bayha, Guest Relations, has returned to the mezzanine control desk, after a short leave for a tonsillectomy.

Jean Woodside, of Research's Library staff, has been dashing back and forth for various football games, but now that football season has ended, she is preparing to take off for Christmas in North Carolina. Jean is from Charlotte.

Fred Knopfke, of Sound Effects, has returned from his vacation.

John Murphy, of Station Relations, has been touring through the middle West, Louisville, Cincinnati, Nashville, Indianapolis, Pittsburgh and thereabouts.

Norm Cash continued the Goodwill cycle by marching through the South. His first stop was Charleston, S. C., Jacksonville, Fla., and then back through Georgia and the rest of South Carolina.

Bill Forrester, of Traffic, replaces Kay Collins as *Chimes* correspondent.

Teddy Hans, of Sound Effects, is proudly showing pictures of his dog, Lassie's Mate, blue-ribbon honor winner at the Ridgewood German-American dog show.



Doris Minor, of Controllers.

Doris Minor, of Disbursement Section, Controllers, is designing her own Christmas cards. Doris, who is from South Dakota, has quite a creative bent, and is also a short story writer.

Doris has been with Controllers since summer, and before that was with Radio Recording for six years.

Frank Somers, of Engineering, has transferred to the Hollywood TV plant. When the system is completed, he will become Maintenance Supervisor of the plant.

Elizabeth McNamara, of Station Relations, spent the weekend in Philadelphia, recently.

Newcomers to WNBC-WNBT

Since the integration of WNBC-WNBT, there are some new faces in Room 416, but the five producers and Fran Carlson have moved to Room 461.

John Reber has come down from Television as Program Manager of WNBT, and brought along his secretary, Anita Peyton.

Grace Schwinn, from International, is now working for Earl Harder in the Traffic Division, and Irene McCaffery has joined the News and Special Events Division. Irene came to NBC from Crowell-Collier.

Don Hillmann, formerly writer and director of *Voice of the Army*, which was produced on records at NBC, has joined the Television Mobile Unit.

Charles Taris is a newcomer to the Audio-Video Engineering Group. He received his B.S. in Physics at Yale in 1948, being graduated with the highest honors. He is a member of Phi Beta Kappa.

Charlie worked at the Bound Brook transmitter (WRCA) 1943-1945 and as Radio City Studio Relief in 1947. Before that he had worked with RMCA for six years as shipboard operator.

Helen Bishop and June Kohart, of Television, were featured in a recent article in *Mademoiselle*, for their work in television.

Barnaby-Inglis

Bob Barnaby, Audio-Video Engineering, was married to Jane Inglis, of East Orange, N. J., at Union Church, Saturday, Nov. 20.

Joyce Olsen has joined Television as a script girl. She was formerly with Norman Blackburn.

Miriam Lacomara and Vivian Carroll, of Station Relations, were among those present at the NBC Communion breakfast.

Herkert-Greenway

Betty Herkert, of Circulation Division, Research, was married to Bill Greenway, in a simple ceremony at the Brides' Chapel, Little Church Around the Corner, Saturday, Nov. 27.

Burke Miller, of Television, has just returned from a vacation in Chicago. Richard Goode has been on leave of absence because of the serious illness of his mother.

Muriel Morgan, of Station Relations, attended the Army-Navy football game, Nov. 27.

Rose Sheeky, Television, won an alarm clock on a radio morning program.

Station Relations held a cocktail party for Carl Watson, who joined Continuity Acceptance, Oct. 22.

A daughter, Karen Lynn, was born Nov. 11 to Marjorie Geddes Knievel, formerly with Gen. Library.



Sally Rose, of Steno.

Sally Rose has announced her engagement and plans to be married in March.

Wallaces Move

"At Home" cards for Mr. and Mrs. George W. Wallace now carry a new address. The Wallaces moved recently from Barrow Street to 68 Washington Square South, a stationary structure between expanding NYU and contracting Genius Row.

Another A&P'er Marcia Aldrich Lawrence, has joined the back-to-the-country trek by moving to Irvington Estates, Irvington-on-Hudson.

CHRISTMAS PACKAGES

Jane Baldwin, of Program Analysis Division, is looking forward to letters from the little French girl to whom she has sent an abundance of Christmas boxes.

Jane "adopted" Rose Marie Beaur, the French child, last April. Rose Marie is eight years old and lives with her mother in the village of Cerans Foulletourte. Her father died in a German concentration camp.

Jane first heard about Rose Marie through American Aid to France, and the packages she sends regularly have been acknowledged by letters and pictures from the little girl and her mother.

In addition to Rose Marie, Jane Baldwin has another European child on her list for packages, a German boy, aged 4, who lives in Berlin.

Puppy's Pilgrimage

Eileen Tobin, of Information, travelled all the way to Massachusetts to bring home a puppy as a birthday gift for her nieces.

Report on Atomic Energy

Tom Page, WNBC's Agricultural Reporter, recently returned from a visit to the Radiobiology Experimental Station in Chicago. He will report on the implications for agriculture of advances in atomic science.

GIFT FOR GOUVENEUR

"Give a Gift for Gouveneur" is the slogan of the entire Program Analysis Division now, just before Christmas, as Mimi Hoffmeir and her analysts put the finishing touches on Christmas boxes for children at Gouveneur Hospital on New York's lower East Side.

Last Christmas, for the first time, Program Analysis "adopted" the children there and supplied toys for nearly 80 of them. The project started in this Division and grew as all Research members and numerous other NBC-ites brought contributions.

All through the year, members of Program Analysis have sent used and new clothing to the Hospital for both children and adults.

Both used and new toys, games, books, candy and fruit are being collected.

Fan Mail

Announcer Jack Costello has been receiving fan mail regarding his late chores of signing-off WNBC.

NBC CHORAL GROUP

The NBC Choral Group met Tuesday, Nov. 30, to organize practice sessions for the winter season.

Arthur Austin, Program, who is a graduate of the Juilliard Music School, will direct the group.

Addresses Cost Accountants

John H. MacDonald, NBC Administrative Vice President addressed Akron, Ohio and Detroit Chapters of the National Association of Cost Accountants on "The Relation of Accounting to Managerial Policies" Nov. 17 and Nov. 18.

State Radio Group

Thomas B. McFadden, Manager of WNBC-WNBT, was elected Vice President of the New York State Associated Press Broadcasters Association at its organization meeting in Albany, Nov. 11.

The organization is composed of state members of AP's radio service and its purpose is to afford broadcasters thorough participation in the affairs of the wire service and to air the common problems of station subscribers.

Employee Photos

All new employees of NBC are being photographed as they report for duty, and the Personnel Department announces that plans are being made to photograph all employees in the next two months.

Employees will be scheduled by department, and all are requested to bring their identification cards with them.

J. T. MURPHY, MANAGER
DAYTON TV STATION

John T. Murphy, a veteran member of NBC Station Relations Department, will be General Manager of the new television station WLW-D, scheduled to open in Dayton, Ohio, next spring. He will assume his duties Jan. 1, 1949.

Mr. Murphy joined NBC in 1930 as a Page, after leaving Fordham University, and has been assigned successively to the Stenographic, Traffic and Station Relations Dept.

His work most recently has been in television in Cincinnati, and before that he acted as liaison between the Network Sales Dept. and NBC affiliates.

New Draftees

NBC's first two losses under the new Selective Service law are Arthur Holt, News and Special Events and Bob Zweck, Studio Engineering.

Art left Nov. 30 and Bob is scheduled to leave Dec. 17.



Judith Amy, 4-month-old daughter of Ray Maneval, of Research Dept.

Wrapping Bee

The NBC Wrapping Bee to prepare Christmas packages for the annual Children's Party was held Wednesday evening, Dec. 8.

William Hotine, of Engineering Development, resigned from the company last month.

Ski Club

Plans are under way for the early reactivation of the NBC-AA Ski Club. Arrangements are now being made with outside organizations for group rates, benefits and skiing information, for the best possible accommodations.

Johnny Farina, of Guest Relations, has been out sick for several days.



To Schuyler G. Chapin, WNBC, a son, Nov. 20. Name: Henry Burden. To Ralph H. Peterson, News Room, a son, Oct. 25. Name: Peter Nils. To Tom McCarthy, Guest Relations, a son, Nov. 13. Name: Thomas McCarthy, Jr.

NBC'S JUNIOR EXECUTIVE PROGRAM
STARTED THIRD YEAR, NOV. 24

NBC's junior executive training program for 1948-1949 began Wednesday, Nov. 24 at 2:30 p.m. Weekly meetings, lasting one hour, are scheduled, with key executives explaining NBC organization, departmental functions and problems, company policies and planning.

This is the training program's third year. In its first year of operation, 14 of the 30 members of the training squad were promoted to positions of greater responsibility before the course was completed in June.

Members of the training squad are chosen from nominees designated by department heads as outstanding employees with sufficient potential ability to advance to executive and specialized positions. The group is limited to 40 trainees.

On this year's training squad are: Edward Antonioli and Douglas Butler, A&P; Alys Reese and

Elwyn Walshe, Continuity Acceptance; Thomas Turner, Controllers; Ruth Harbig, Ellen Johnson, Winifred Mullen, Marjorie Newcomb and Harry Olsen, Engineering; Joseph Durand and Casimir Rawski, General Service; George Coughlin, Harold Hoskins, Hugh McDermott, Joseph Phillips, James Schaeffer, Edward Steiner and Edwin Vane, Guest Relations.

Michael Yahia, Information; Irwin Welpen, News & Special Events; Jean Collins and Janet Dugan, Personnel; Jesse Birnbaum, Press; Arthur Austin, Kirk Brown, Ellis Crow, Caroline Doll, Richard Gillaspay, Audrey Hanse, Hugh Kemp, Arthur Richards and Van Woodward, Program; Betty Chapin, Public Affairs and Education; Merrill Grodnick and Frank McMahon, Radio Recording; Jacqueline DeMott and Frances Souza, Research; Donald Clancy and Virginia McCutcheon, Legal.

NBC RESERVE COMPANY
ACTIVATED BY ARMY

The 406th Mobile Radio Broadcasting Company was activated at NBC as an organized reserve unit, in General Orders issued by Lt. General Courtney Hodges, Commanding First Army, Nov. 23, 1948.

The next step in formation of the company is assignment of officers and men by transfer from units to which they are presently assigned.

Plans are now being made for a formal activation ceremony.

NBC BOWLERS MEET
RADIOMARINE TEAM

NBC won one and lost one when two picked teams from NBC-AA's Bowling League met two teams from the Radiomarine League.

NBC's A team — Opsal, Carey, Hilton, Heitman, Bork, McElrath — gained a tie in its first game but lost the game on a roll-off. In the second game, Radiomarine rolled 902 over NBC's 782, but the A team came back to win the last game by 75 points.

NBC's B team — McKinnon, Wiebel, Prince, Henderson and Protzman — fared much better, led by Wiebel's 517 and Prince's 506 series, and took all three games from Radiomarine's second team. NBC's B had a series of 2,419, which was tops for the night.

Wiebel rolled a 218 game for NBC, and Roth of Radiomarine had a 216 game.

A return match is scheduled for Dec. 15.

BUS SERVICE BETWEEN
NBC AND VIDEO STUDIOS

Bus service for late afternoon and early evening hours between NBC, Rockefeller Center and the television studios at 106th Street began Wednesday, Dec. 1.

The shuttle service operates between the hours of 5:30 p.m. and 11 p.m., with the 23-passenger bus leaving Rockefeller Center from 50 West 50th Street every hour on the half hour, beginning at 5:30 p.m. The last bus leaves 50th Street at 10:30 p.m.

From 106th Street, the bus leaves every hour on the hour, beginning at 6 p.m., with the last bus leaving at 11 p.m. Passengers are discharged at 49 West 49th Street.



Ken Derby, sporting fisherman of Night Operations, displays catch.

ENGINEERS HOLD LEAD IN BOWLING LEAGUE

By Vincent Carey

Engineering is leading the NBC-AA Bowling League with a record of 26 wins out of 32 matches, but Controller's is making an attempt to overtake them and has cut their margin down in the last month.

The Recordettes and Radio Rogues are fighting tooth and nail for leadership in the women's division, and at press time were all tied up with 16 won and 16 lost apiece. The Set-Ups and Gremlins are close behind and anything can happen.

Bill Bork is still top man of the league with a 171 average and a 611 series. Wiebel's high game of 245 is still tops for the season, with very few challenges from the rest of the League.

Joan DeMott tops the women bowlers with a 151 average. Joan

Hansman has left Mary Ruiz behind by rolling a 499 series, but Mary still retains her 196 high game.

Engineering lost one of its top bowlers when Hotine resigned from NBC. This no doubt will hurt the Engineers. At the time he left, Hotine had a 160 average, but he is capable of doing close to 170.

The Gremlins also lost a top notch bowler when Mary Beebe left the company. The Gremlins will surely miss her, but they have a very capable substitute in Grace Sniffin. Mary's final average was 131.

There is room for both new and seasoned bowlers at the alleys at 5:30, Thursday nights. Arrangements for joining the League can be made by calling Ext. 742.

PROMOTIONS

George Deubel, to P. O. Clerk, General Service.

Robert Howard, to Tour Cashier, Guest Relations.

Cornelius Knox, to Assistant Manager, Research and Records, Personnel.

Grace O'Donnell, to Executive Secretary, News and Special Events.

Anita Peyton, to Executive Secretary, WNBT.

William Santhouse, to Senior Clerk, General Service.

Olympia Scapelleti, to Bond Clerk, Controllers.

Doris Wilhelm, to Record Clerk, General Service.

WEDDINGS

Walter-Clifford. Clem Walter, Sound Effects, and Joan Clifford, Nov. 25.

Barnaby-Inglis. Bob Barnaby, Audio-Video, and Jane Inglis, in East Orange, Nov. 20.

Herkert-Greenway. Betty Herkert, Research, and Bill Greenway, in New York, Nov. 27.

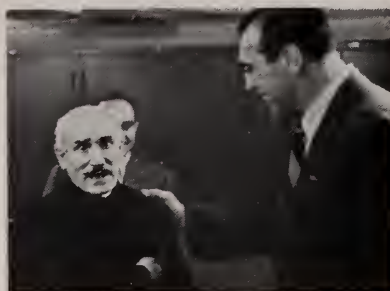
Harder-Glynn. Earl Harder, of WNBC, and Jean Glynn, of Guest Relations, Nov. 25.

Studio-Side

Primo Carnera dropped in on an NBC Symphony rehearsal the other day to see his friend Remo Bolognini, violinist, and asked to be presented to Maestro Toscanini.

They were introduced, and Toscanini's astonishment over Carnera's size was caught in an interesting picture, made by Carlton Cooley, symphony celloist.

Carnera was pleased to hear that Toscanini has seen his wrestling matches on WNBT.



The Maestro, by the way, thinks that NBC chimes would add a whimsical touch to his dining room and has asked that a hand set be ordered for him.

* * *

Announcer Bob Stanton, who is kept busy covering sports for the television cameras, heard himself quoted by a listener the other night.

During a basketball telecast, Bob kidded Audio-Engineer Bob Galvin on having acquired seven additions to his family in 48 hours. First the Galvins had twins, then the Galvin dog had five puppies.

On the way home from the game, Bob walked into a Nyack cafe just in time to overhear, "Yeah, but what about that poor guy with all the twins and puppies?"

* * *

Now that the winter theatre and concert season is officially open, NBC studios are visited almost daily by well known movie and theatre people and concert stars. Among them in the past month were Paul Muni, Walter Abel, Zazu Pitts, Judy Canova, Marion Anderson, Fritz Kreisler, Ruth Chatterton and Bramwell Fletcher.

* * *

Every NBC announcer can claim the distinction of being Vice President of the Feedback Club. In fact, the club has no other officers and all the members are its vice presidents.

The club was organized in 1945 for social purposes.

The Feedbacks staged their annual cocktail party at the Dorset, Dec. 9.

Incidentally, the club surprised Jean Mitchell McCabe, Pat Kelly's secretary, with a wedding present of several pieces of silver and crystal.

HOSPITALIZATION CLAIM PROCEDURE

When you require hospitalization, your physician recommends and arranges your admission to, and discharge from, the hospital. Your Blue Cross membership card should be presented to the hospital admissions clerk.

The amount of your bill which is covered by the Blue Cross plan will be paid automatically by Associated Hospital Service, and that amount will be deducted from the bill presented to you.

Separate bills are presented for surgical services and doctors' fees, and these require the filing of separate claims for coverage provided by the plan. These claims must be filed within 30 days following the performance of an operation.

Coverage of surgical benefits and doctors' fees is described in the Blue Cross Plan booklet and a schedule of allowances is listed there.

Should you need advice on the filing of claim forms, or additional information regarding the functioning of the Blue Cross Hospitalization and Surgical Plan, Don Bogert, of Employee Services, Room 512, will assist you.

Address at Yale

Owen Davis, Jr., NBC television producer, made a trip to New Haven Nov. 19 to speak on television before the Yale School of Drama. Mr. Davis is a graduate of the School.

Mobile Unit to 106th Street

Offices of the Television Mobile Unit are now located at 106th Street. Bill Garden, Producer-Director, Hal Keith, Doug Rodgers, Lew Brown, Donald Hillman and Terry Gurbach have all transferred to the Park Avenue Studios there.

Return from Mexico

Mr. and Mrs. Ken R. Dyke have returned to New York, after a trip to Mexico and Bermuda.

Speaks in Darien

Theodore Thompson, Personnel Manager, spoke on "A Career in Radio," before students of Darien schools in Darien, Conn., Dec. 7. It was "Career Day" in Darien, and personnel executives of various industries met in Darien to discuss opportunities in their several fields.



WANTED—Apartment for couple being married March 6. Manhattan preferred. Reasonable rent. Call Sally Rose, Steno., Room 502, Ext. 8001.

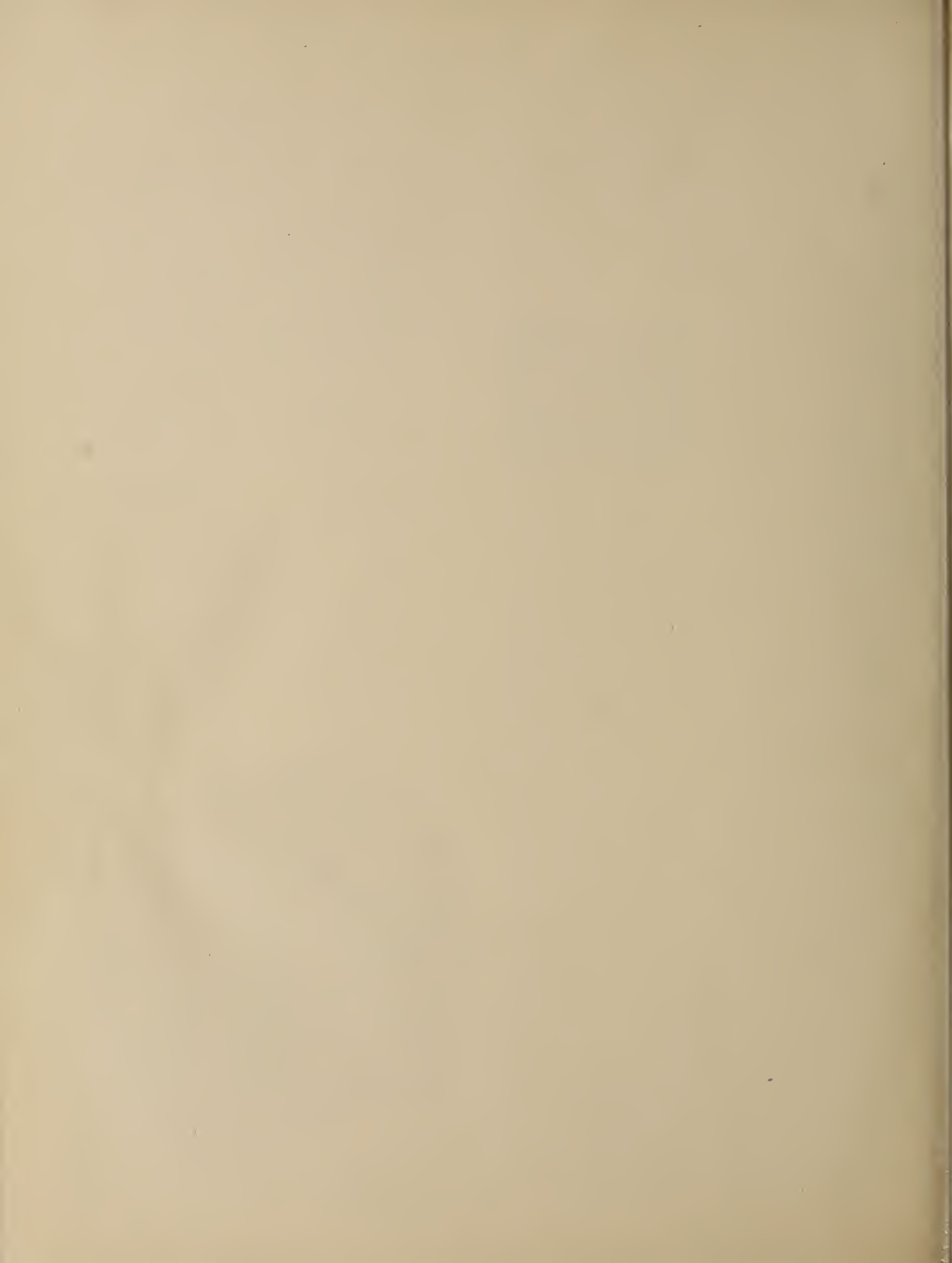
WANTED—Spinnet or small upright piano. Call Allan Hughes, ABC, Ext. 8225.



Mischa Richter

Reprinted from Collier's

"All your lights were out, so we knew you must be home looking at television"



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